

9 employee engagement metrics you should be using - Culture Amp

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Executive Summary

This article addresses the challenge of measuring employee engagement holistically across the full employee lifecycle, arguing that engagement surveys alone are insufficient. Authored by Culture Amp, a vendor of people analytics software, the piece contends that organizations benefit from tracking engagement metrics across three stages: talent acquisition, onboarding, and employee experience. The article presents nine specific metrics — time to fill, time to hire, cost per hire, quality of hire, early turnover rate, HR-to-employee ratio, eNPS, voluntary turnover rate, and involuntary turnover rate — accompanied by definitions and calculation methodologies. Key evidence is drawn from practitioner logic rather than empirical research or cited studies. The article concludes that tracking these touchpoints across the employee journey enables HR teams to identify engagement drivers and take targeted action. Notably, the piece acknowledges the limitations of eNPS as a singular data point, which reflects a degree of analytical honesty. The article closes with a call to action directing readers to Culture Amp's own toolkit, confirming its function as a lead-generation resource.

Key Insights

1. Employee engagement measurement extends beyond periodic surveys and encompasses metrics across talent acquisition, onboarding, and ongoing employee experience stages.
2. Early turnover rate serves as a diagnostic signal for misalignment between hiring standards, role expectations, and management quality.
3. eNPS is explicitly acknowledged as a limited, point-in-time metric rather than a comprehensive view of employee experience, which is an atypical admission for vendor content.

Practical Takeaways

- Organizations can calculate quality of hire by averaging multiple indicators — such as hiring manager satisfaction, pre-hire assessment scores, and performance ratings — expressed as percentages.
- Voluntary turnover data, when segmented by team or manager, can help HR teams isolate localized engagement problems rather than treating turnover as a uniform organizational issue.

Critical Analysis

Strengths: The article provides clear, jargon-free definitions and calculation formulas for nine standard HR metrics, making it accessible to HR practitioners without advanced analytics backgrounds. The

acknowledgment of eNPS limitations adds a degree of credibility. Limitations: No peer-reviewed research, industry reports, or empirical studies are cited to support the metrics' effectiveness. The content reflects standard HR knowledge available in any SHRM or CIPD resource. Biases: The article is produced by Culture Amp, a commercial vendor whose product is designed to measure exactly these metrics. The piece functions as a marketing asset — ending with a link to a proprietary toolkit — which undermines its neutrality. No counterarguments, competing frameworks, or evidence of metric failure are presented. The selection and framing of metrics implicitly positions the vendor's platform as the logical solution.

Organizational Practice

The article describes HR teams using quantitative metrics — including cost-per-hire calculations, early turnover tracking, eNPS surveys, and HR-to-employee ratios — to monitor engagement across the full employee lifecycle from recruitment through separation. Segmentation of voluntary turnover by team or manager is also described as a diagnostic practice.

Strategic Implications

The article reflects a broader trend toward continuous, multi-touchpoint measurement of employee engagement rather than reliance on annual survey cycles. The inclusion of talent acquisition metrics within an engagement framework suggests a growing organizational view of engagement as a construct that begins at recruitment rather than post-hire. The HR-to-employee ratio metric points to resource constraints as a structural variable in engagement outcomes, which has implications for how organizations size and fund HR functions.

Validation Status: passed
