

UNITED ENVELOPE CASE STUDY

Learn how manufacturer United Envelope increased new employee retention by 63% by choosing Retensa.

CLIENT

United Envelope



COUNTRY

United States

INDUSTRY

Printing & Manufacturing



HIGHLIGHTS

- Reduced recruitment time
- Reduced onboarding effort
- Reduced rehiring/retraining costs
- More time to focus on HR priorities

“

We interviewed many companies. Retensa displayed a high level of professionalism and connection from the 'get-go'.”

– Vicki Herman,
HR Director, United Envelope

United Envelope is a leading manufacturer of high-quality transactional and direct-mail envelopes for top global brands. They attribute their 90+ years of success to exceptional people with a commitment to quality.

CHALLENGE

United Envelope sought to reduce night shift employee turnover at their Mt. Pocono, PA facility. Their goal was to pinpoint the reasons for employee departures, to improve employee morale, engagement, and ultimately retention.

SOLUTION

Working with United Envelope over 16 weeks and consistent onsite visits, Retensa conducted a comprehensive Retention Diagnostic to understand workforce dynamics with limited labor supply in the market. Calibrated to their culture, the Diagnostic revealed 10 themes affecting candidate recruitment and staff turnover. By measuring competitor gaps and synthesizing trends, Retensa determined 7 root causes of night shift employee departures.

THE RETENSA DIAGNOSTIC INCLUDED:

- Onsite employee interviews:** Surface strengths, values, and profile the high-performing employee
- Identification of turnover drivers:** Pinpoint when and which employees disengage
- Pulse surveys:** Capture insights on why people join, stay, and leave
- People Analytics Report:** Statistically significant workforce differences across demographics, job positions, manager levels, and shifts
- Turnover Analysis:** Inform tiered recommendations designed to maximize potential savings
- Action Paths:** Increase engagement and retention, validated through focus groups with managers, key job positions, and shifts

Retensa presented 27 high-priority recommendations for greatest impact. Prioritized recommendations included 13 low/no-cost action paths for immediate effect at no or very low cost. Retensa also proposed long-term retention initiatives, and a methodology to monitor changes over time. Finally, Retensa customized company culture monitoring tools, tailored to United Envelope's organizational language.

RESULTS

"Today, we are continually learning more about why employees resign, why they stay, and (how) to keep top talent," says Vicki.

By implementing policies based on Retensa's recommendations, United Envelope increased new hire retention, retaining 86% of new hires in the first six months after implementation began, an increase of 63%. They continue to focus on increasing employee engagement. Their goal is to drive more stable and predictable retention outcomes. As a result, they spend less time hiring staff that quit before they get productive. United Envelope also now fills positions with higher skilled talent versus who was available at the time.

From Retensa's effort, United Envelope reaps six direct benefits:

1. Reduced rehiring and retraining costs
2. More time to focus on HR priorities
3. Greater efficiency and productivity through automation, upgraded technology, and empowered teams
4. Stronger regional reputation that attracts top candidates
5. A more resilient, stable company culture that supports long-term growth
6. Increased employee motivation and engagement

Retensa's findings showed a tighter feedback loop would identify strengths and assess communication of company values, goals, and best practices sooner. *"We now send a New Hire survey after two weeks and send a two-month check in."* Vicki's HR team can pinpoint needed training and resources to accelerate new hire productivity faster, on and off the shop floor.

They established a well-received employee recognition program and a buddy system, team members feel measurably more appreciated and supported at the critical start of their tenure. Retensa's guidance prompted attendance and vacation policy changes that employees and managers value, which helps the company retain talent.

By proactively addressing the root causes of turnover, United Envelope retains:

1. More employees per month (with)
2. Institutional knowledge (from)
3. The key talent they want to keep (on)
4. The shift where they want to keep them most

WANT RESULTS LIKE THIS?

Contact the world's leading employee retention experts today. Call +1 (212) 545-1280 or [request a meeting now](#) to reduce turnover sooner.

“ We test new ideas and take that learning back onsite. This is essential for keeping high-skill positions. ”



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