



GUIDE:

How to Increase Workforce Accountability



What is Workforce Accountability?

Accountability means every employee accepts responsibility for their decisions, actions, behavior, and performance. This helps create a healthy and supportive work environment that thrives on continuous learning and improvement. It also fosters a culture of trust, cooperation, and responsibility. This guide is designed to highlight how to measure accountability and increase it in your organization.

Benefits of Strong Accountability

With an accountable and engaged workforce, your employees will remain more productive and focused on the needs of your business and customers. On-task workers also contribute to projects being completed on time and on budget, resulting in greater top-line revenue for your organization.

Optimizing accountability ensures your workforce's output remains at a high level during every hour of the day. It requires regular and effective updates with your staff (both in the office and the field) to maintain. As project output and acquiring more customers are the main drivers of revenue growth for any business, it's critically important to ensure your staff are able to prioritize these initiatives.

Being accountable is also something that your employees can be excited about and should be bought into, as it demonstrates that professional growth and integrity are key to your business's culture. When employees feel that they can rely on their colleagues to be engaged and communicative over the course of a project, it promotes a collective mentality of dependability and personal diligence.

Customer satisfaction is a natural by-product of an accountable workforce. Your employees will be more in tune and responsive to client needs, resulting in better customer experiences and loyalty.

Impact of Poor Accountability

On the flipside, poor accountability can lead to a decrease in productivity and inadequate customer service. Project timelines can stagnate when employees are not regularly communicated with and checked in on, particularly if they're conducted remotely or in the field.

Employee morale can suffer as well if there's little accountability in your workforce. Team members who are not consistently collaborating with management regarding their responsibilities can be prone to experiencing excessive downtime during their workdays, harming your company's bottom line in the process.

How to Measure Accountability

Before you set up an accountability system, you'll have to define what metrics or behaviors you want to track. For example, you may want to track the number of billable hours, the amount invoiced, the additional services billed, the annual contract renewed, approved vs. unapproved overtime and expenses, etc.

Accountability requires buy-in from everyone in your organization, plus a personal and professional commitment to the goals outlined by your leadership team. Leaders can set SMART (specific, measurable, achievable, relevant, time-bound) goals and hold their teams accountable through regular communication and reviews. With a goal in mind, your employees would know where to focus their efforts, rather than just doing busy work (or dwindling during unapproved downtime) with no higher purpose. SMART goals can include quantifiable metrics (e.g., numbers and percentages) as well as softer metrics (e.g., leadership, team morale, etc.). Employee engagement surveys can complement the annual performance review — as they are more personalized and yield deeper insights. Additionally, they help you decode your employee's feelings towards workplace accountability.

Conduct thorough reviews of processes in your organization and track the KPIs on a daily, monthly, and quarterly basis. Ongoing reviews will help you identify where accountability can be increased for future success.



3 Tips to Improve Your Company's Accountability

On a micro level, here's how to strengthen accountability during each stage of the job order cycle:



How to Improve Accountability Before a Service Call

Provide field employees with their job assignments at the start of each day/shift. Include all relevant information (location, materials needed, best routes for driving, etc.). Employees who are aware of daily tasks in advance (and can access this information when needed) are in a better position to be more productive and accountable for your business.

Install tracking technology and geofences (digital boundaries of where employees should be) to ensure that employees and assets remain in approved locations during approved hours. These applications give your leadership team insight on workforce activity and allows supervisors to closely monitor operations and behaviors.



How to Improve Accountability During a Service Call

Monitor your vehicles' activities and your field employees to ensure resources are where they should be while on the job. Using GPS tracking tools, you can see if a clocked-in employee is deviating from their assigned position in the field and then take corrective action. More transparency helps you address poor accountability before it impacts a customer relationship.



How to Improve Accountability After a Service Call

Review submitted work order information and adjust the invoice as needed. Request customer digital signatures and feedback to make sure the job was completed as expected. Conduct post-project analysis to see if there are any ways in which accountability and customer service can be improved in the future.



What Organizations Need to Be More Accountable

Accountability requires consistency in setting up and delivering on expectations. When repeated, ownership and accountability become stronger. Leaders are responsible for making sure employees have what they need to succeed. And, employees are responsible for being prepared for their assignments and sharing progress updates, questions, or requests for help.



Use these tips to drive greater accountability and employee satisfaction on a daily basis.

Looking for an innovative answer to your questions on how/where to improve accountability? Learn how TeamWherex® can set up your employees for success: www.actsoft.com/request-a-demo