



■ Webcasts are a way of providing corporates the platform to learn more about the experience of former employees.

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How companies connect with former staffers

Organisations are connecting and building bonds with former employees through online/offline channels. Webcasts and sharing of latest industry trends are providing hirers the platform to learn more about the experiences of the rehires.

Vikramjeet Singh, head, human resources, Bajaj Allianz General Insurance, says, "Having witnessed substantial number of rehires, we are in the process of creating our own online alumni community to encourage networking and engagement with this group. More than viewing this as a potential talent pool, our aim is to build further the sense of belonging to the brand which people had experienced while being directly associated with us. Further, we aim to leverage the network to create a community of like-minded passionate individuals who believe in our company values."

At Deloitte, some such initiatives include AlumniNet website, and a monthly alumni newsletter; Three cool things about Deloitte.

Organisations have to ensure that the individual's exit is smooth and amicable. Pranshu Upadhyay, director, Michael Page India, says, "While employees often ensure that they do not spoil relationships with the past employer, more organisations are making the effort to reciprocate a similar mindset. Some by adjust-

ing notice periods or ensuring smooth settlement processes. This approach has to be two-pronged. Firstly, the reporting manager of the ex-employee needs to reach out and check how adjusting to the new position is working out. The HR department should also make sure that the ex-employee remains a part of the social media or LinkedIn groups to be aware of new employee and company initiatives. This will be especially useful when reconnecting on referrals for open positions."

Technology is helping. "The most basic and critical tool is an alum website/page to help former employees access important documents/paperwork and get exit queries addressed. Formal or informal online forums or communities on LinkedIn or Facebook where alumni can interact with the company and each other is a great platform. Tools such as newsletters, webinars, seminars, guest lectures and even reunions can help build engagement and connect. It also makes sense to allow ex-employees to be a part of the organisation's CSR initiatives. This helps develop a connect beyond work," says Sarthak Raychaudhuri, vice-president, HR, Asia south Whirlpool India.

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