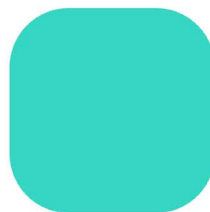
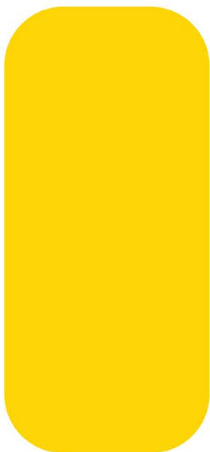


Z book for Gen Z engagement



loopa



Foreword

As the demographic composition of our employees changes, it will drive the need for modern employee care solutions.

The next generation entering the workforce, Gen Z, is materially changing the trends in employee demands. **They want simple, easy-to-access, and honest care.** They don't have the patience to stand in line for a doctor's appointment two days after they face a symptom. And they definitely cannot go through exhausting paperwork and deal with slow moving organizations to get a reimbursement. They demand high-quality, digital-first care, now.

This is the very thing that we're solving at Loop. **We believe healthier employees not only take fewer sick days but also work better and stay more engaged on the days they show up.** This has a clear and direct impact on a company's bottom line. For each dollar spent on employee wellness programs, companies earn up to 3 dollars in return. So, an investment in employee healthcare is not just a welfarist but also a strategic one.

This understanding guides everything we do at Loop. Our goal? Help you meaningfully engage the Gen Z, empower them with high-touch point care, and earn their trust.



AMRIT SINGH

Co-founder and CRO at Loop

About Loop

The Indian healthcare system is flawed. Hospitals react to sickness but do not offer quality care. Doctors attend to patients but do not give them enough time and care. Bills are soaring high, booking an appointment is cumbersome, and lab tests are getting expensive.

You see, many areas need attention. And that's what we, at Loop, are aiming to fix - at scale. **We've built an insurance and care platform that makes employee health benefits simple, useful, and holistic.**

Founded in 2018, Loop Health is the fastest-growing B2B healthcare startup in India. We're proud to serve 400+ companies like NoBroker, Medline, Zoomcar, General Electric, and Bajaj to insure 300,000+ employees and their families. We are backed by top-tier investors like Elevation Capital, Khosla Ventures, and General Catalyst, and have raised more than \$40m+ towards our vision of rebuilding healthcare and insurance from the ground up.

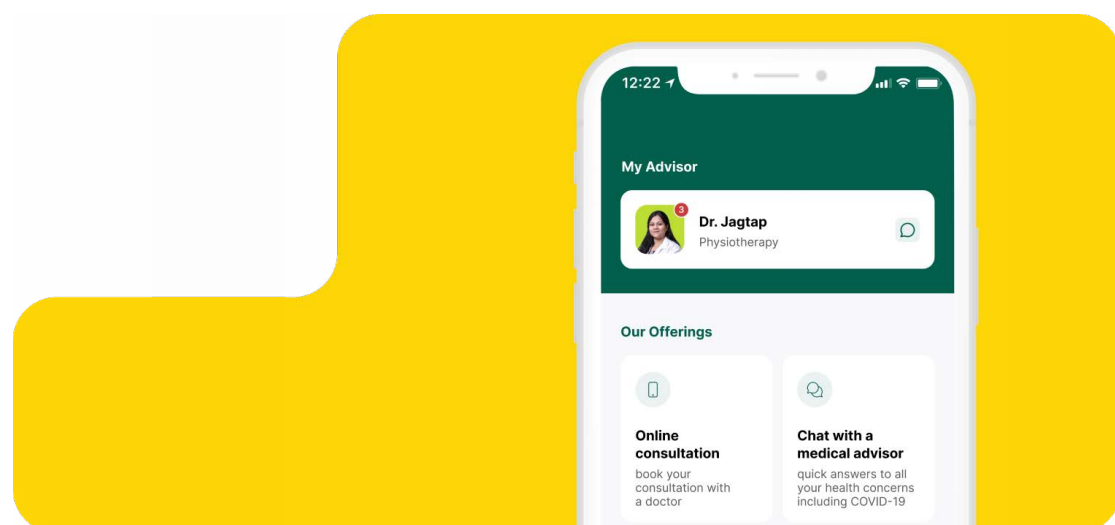


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The New workforce

The new generation of the workforce is here! Very soon, millennials will be off the floors and Gen Z will take the charge. Unlike millennials, **Gen Z has an entirely unique perspective on careers and how to define success in life and in the workforce.** HRs across the board are trying to build a working model that supplements Gen Z's way of working to ensure lesser churn and higher productivity.

With an aim to assist HRs adapt well to this new workforce and help with strategies that work, **we have put together a definitive guide.** This guide outlines factors that disquiet Gen Z, the future of work, and what it means to organizations and employers seeking to entice and integrate Gen Z into the workplace.

If you are an HR engaging with a lot of Gen Z, this one's for you.

Read on!



Who is a Gen Z?

Born between 1996-2015, Gen Z is 'the future of the world' in literally every sense. They are tech-dependent with little less patience. They do not mind trying a new brand if it offers them comfort. (Yes, lesser brand stickiness!)

This emerging workforce aims to find the best of both worlds: at work and in their personal lives. Often found creating and consuming content, this group moves at a godspeed and is up to bring about a change if it matters to them.

...and who they are not?

- They do not own paper maps
- Have never seen a CD or a floppy disc
- Have a 'slang gang' that comprises words like 'bruh' & 'vibe'
- Cannot go a minute without internet access

Gen Z's expectations from the modern workplace and how to tackle them

Gen Z is currently 32% of the global population and is likely to form greater than 27% of the workforce by 2025. With this newer workforce will come a fresh set of workplace expectations. Already we're seeing a stark difference between the way Gen Z and other generations operate.



They are willing to take a stand in their workplace for the sentiments that matter to them, whether it's the case for equitable pay or work-life balance. As per a recent survey by [Benefit News](#), 62% of employees indicate they have started or intend to start their own business and leave the traditional workforce entirely. With over 75 million Baby Boomers retiring by 2030, [organizations need to take drastic steps to attract and retain the younger Gen Z talent](#) and make necessary changes to keep up with the times.

We'll start by exploring the [Top 5 trends in Gen Z workplace expectations](#) and then follow it up with actionable recommendations to modernize your workplace.

i.

Lack of upskilling opportunities

One of the pillars that fuels motivation for Gen Z is **constant upskilling and putting their skills into action**. Today, there exists a large gap between what schools and colleges teach and what is relevant in the workplace.

A recent report by the World Economic Forum reads, “..our current education system, built on the Industrial Revolution model, focuses on IQ, in particular, memorization and standardization – **skills that soon will be easily and efficiently supplanted by artificial and augmented intelligence (AI)**”.

In the same report, **34% of respondents stated that they believe their schools are not preparing them for success in the job market**. As Gen Z enters the workforce, they’re quickly realizing the need to upskill, and are looking to their employers for help.



Here's what you can do:



The 20% Time Rule:

Larry Page and Sergey Brin recommended this policy in their 2004 IPO letter for Google, making it widely sought after. **The 20% time rule allows employees to take out 20% of their time and work on projects they think will benefit the company.**

This allows people to branch out of their immediate KPIs, tinker with broader problems of the organization, indulge in creative solutions, and help expand their scope of knowledge.



Upskilling budgets and specialized training programs:

In a recent PwC India report, 41% of Gen Z employees stated their employer is not imparting relevant technical or digital skills training they need for their career. To tackle this, companies like Accenture are **building an upskilling budget as part of their employee CTCs.** Another option is to partner with regulatory boards and only educational institutions to help employees opt for tailor-made courses specific to their interest area.

ii.

Maintaining work-life balance

A survey report suggests that 33% of Gen Z are extremely or very likely to ask for a reduction in working hours. This clearly points to the fact that **this generation of workforce cares for a healthy work-life balance**. They have identified their areas of interest and would love to bank on them. **And they do not hesitate to put this in front of senior management**. The traditional mode of sticky hours, all-work no play, and work-is-everything, do not go well with Gen Z.

If you are wondering why the young workforce avoids joining your tribe or leaves you too soon, you might want to look at their overall wellbeing and give regular time-offs.



**33% of
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Here's what you can do:



Offer flexible working hours:

A Flexjobs survey found that 80% of respondents said they'd be more loyal to their employer if they provide flexible working arrangements, and 52% said they'd already tried to negotiate flexible work with their current employer. **An engaged workforce spends more time on their work and less time looking for new opportunities.** This, in turn, enhances your employees' productivity.



Enable open-door policies and onboard remote working tools:

Open channels and forums that are open to all and well-monitored **to facilitate the smooth functioning of everyday tasks.**

For example, onboard Slack as a communication tool, Trello as a progress monitoring tool, Whimsical as a collaboration tool, and more.

iii.

Finding a job that matches their ethics

While Gen Zs care about the product and services you have to offer, the company's ethics are more important than ever. You cannot convenience this group with a handful of CSR initiatives and video clips. **They want their employers to demonstrate their commitment to a broader set of societal challenges**, such as sustainability, climate change, and helping the deprived. What they look for at work – and what they will not accept – is likely to have enduring repercussions.

It's a good time for the HRs to now define core ethics and then launch effective campaigns to grab Gen Z's attention.



Here's what you can do:



Invite employees to be a part of your CSR initiatives:

The Gen Z workforce does not like greenwashing, but has a real commitment to fighting climate change and safeguarding the environment. **Invite them to be part of your CSR drives** and make them regular rather than annual activities.



Switch to sustainable alternatives:

Introduce lesser harmful or environmentally friendly alternatives within your office space, in your swag bags, and in all possible areas. Let your employees visualize, touch, and feel the change you bring within your organization.

iv.

Lack of a diverse environment

For Gen Z, diversity is one of the most important aspects of any community. They are not just isolated to race and gender, but also related to identity and orientation. **Gen Z prioritizes diversity - across race, gender, and orientation,** more than any other generation and companies should as well. And, diversity isn't limited to this. They are on the lookout for a workplace that offers them a model to work from where they wish - the comfort of home or quiet rooms of the office.

HR teams will have to foster diversity at different levels and create a welcoming, caring environment to keep Gen Z's happy.



Here's what you can do:



Introduce cross-functional meet-ups:

Refrain from building mini-cohorts within your organization. **Instead, try to bring together all your employees and let them interact with each other.** Organize organization-wide off-sites, meet-ups, all-hands meetings, and more.



Source talent from different cultures:

With remote and hybrid work becoming a preferred and accessible mode of working, **try to source talent from different geographies and build a pool of talent from different cultures.** Ensure the gender ratio is healthy and build a gender-neutral ecosystem.

V.

Work on-the-go

Gen Z has never known life without technology at their fingertips (the first smartphone debuted when they were infants). More than half of them spend at least 10 hours a day on an electronic device. Naturally, **they expect their work to be equally mobile**. LinkedIn recently did a deep dive into the tech stack required for this “Slack generation” that prefers short, speedy conversations over slow, lengthy emails. To the same tune, **they’re representing a stronger need for collaborative tools, centralized communication, and self-service apps**. Employers will need to optimize how they adapt to these tech advancements, also while avoiding app overflow.



Here's what you can do:



Mobile-first employee benefits:

Finding the right partners for your employee care can solve a big chunk of your employee wellness and engagement issues. **Modern health tech companies like Loop provide accessible app-based healthcare complete with doctor consultations, online medical record-keeping, at-home lab testing, etc.**



Flexible and collaborative workplaces:

The pandemic saw companies relying on centralized tools for work check-ins, leaves, task management, and more. **This was proof that workplace efficiency targets can be upheld even in the digital workplace as long as effective and easy-to-use tools are used.** In the same vein, employers today are opting for a work-from-anywhere model that uses the pre-pandemic software and free “we work” access cards that create a focused office environment anywhere, anytime.

Conclusion

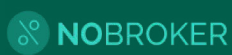
Gen Zs, much like the generations before, bring a fresh perspective to work life. **Employers who understand the underlying employee sentiments come out winning the war of talent with this budding workforce.** Whether it is a strategic shift in a company's culture & policies to the new work world, or something simple as a non-binary bathroom, there is sufficient work to be done. The payoff? A large, talented, and enthusiastic workforce that's truly excited to work with you.





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