

EMPLOYEE EXPERIENCE



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Unleash the power of your people through positive experiences

We as humans are generally driven and shaped by our own, unique experiences, building connections to things that impact our lives in a positive way, and avoiding those that don't. Given that so much of our lives¹ are spent at work, making a great first impression on both sides has never been more important.

Many organisations see people as their greatest asset and as such employees should be able to correlate this statement with the experience they gain whilst in employment. As such, many organisations have invested or are investing in an Employee Experience programme.

Employee experience is what people observe and encounter over the course of employment within an organisation, it is part of a company's culture and at the heart of the foundations of 'what we do'. Having an Employee Experience programme can ultimately support business growth by helping your organisation with engagement, recruitment and retention.

Engagement

Employee engagement requires that an environment exists within your organisation for all members to give their best each day, commit to the organisation's goals and values, and be motivated to contribute to organisational success, with an enhanced sense of their own wellbeing. This engagement is based on trust, integrity, and two-way commitment and communication between an organisation and its members. It is an approach that increases the chance of business success, contributing to organisational and individual performance, productivity and wellbeing.

Recruitment

In our digital world many people use company reviews and social media to gauge what a company is like and the experience that others have had whilst working there. When employee experience is negative, this is much more likely to be shared on digital platforms. Negative feedback and reviews may prevent talent from applying for job roles in your organisation. When there are positive reviews such as recognitions and industry awards that are shared on social media, this can remedy any negativity.

Retention

A job for life is an outdated concept – many talented people are increasingly making decisions to leave companies early in their tenure, some even within six months of starting a new job². The employee experience starts from the interview process and on into onboarding, these processes will give prospective employees an early view of what the experience will be like going forward and the culture of the organisation.

Underpinning the culture that we build and the processes we put in place for employee experience is technology. Technology plays a role in the workplace of facilitating and enabling people to have an enhanced experience and we have identified 3 topics which help to support this.

Personal Productivity – Enabling people to undertake their best work and maximise what they deliver

People have often created information and data artefacts to help them be more productive in their roles, be it handwritten notes or spreadsheets that crunch numbers, create graphs or provide relevant business information. The large amount of data generated within businesses today allows people to shape and craft this data to drive personal productivity and make insight driven decisions. The rise of low-code/no-code platforms such as Microsoft Power Platform, along with artificial intelligence and machine learning has enabled a citizen developer community whereby people can both manipulate and visualise business data and build personalised applications to improve efficiency and increase productivity and business value.

Digital Experience – Enhancing experiences using Digital platforms and tools

Experience is based upon preference and one person's preference may not be shared by others. It is necessary to reflect this in the technology and services provided to employees. Digital Diversity enables an enhanced experience. This trend is seen in the way that people consume services; some prefer telephone calls, others video, chat, social, self-service etc. To ensure that a great experience is universal, multi-channel service is necessary in the

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modern world. This applies equally to the employee experience as well as the customer experience. Being able to get support via a preferred channel allows employees to feel more engaged with the business, in turn this reflects on how customers are treated.

A further trend in this space is Digital Assistants. Most people are aware of and use assistants such as Alexa, Siri or Cortana in their personal lives, and this technology is being transitioned into the workplace. These tools aren't only for turning on lights, or playing music, we see deeper integration into our work calendars and email, reminding us of tasks that we need to do, scheduling meetings and booking meeting rooms, and reminding us to take some time out for learning or to relax. These trends will continue to shape peoples experience and utilising these technologies and services will help support, motivate and engage your employees.

Wellbeing and Development – Improving staff engagement, productivity and wellbeing

Building on the previous sections of enabling choice within the workplace and enabling diversity of experience, we see an increase in organisations building and delivering persona-based services. These allow people and the business to create and consume services built around workstyles or personas.

This might include device choice, applications, service channels and increasingly into more people-based services that help to drive physical and mental health and wellbeing. Organisations that provide clear paths around learning and personal development promote better employee engagement. If people believe the organisation is interested in helping them as a person to develop, their experience and engagement improves which helps to drive productivity, feelings of personal value and alignment to business goals and vision.

Employee Experience is foundational to business performance. Building and sustaining employee experience drives improved customer experience and contributes to building a strong and reputable brand. This cannot be done without engaged employees, and ultimately it is their experiences – both positive and negative that will impact on how they contribute, how hard they will work, how much they will share and collaborate and support driving business growth.

1. Average working hours UK 2021, Statista

2. Understanding and calculating the cost of employee turnover, Culture Amp