

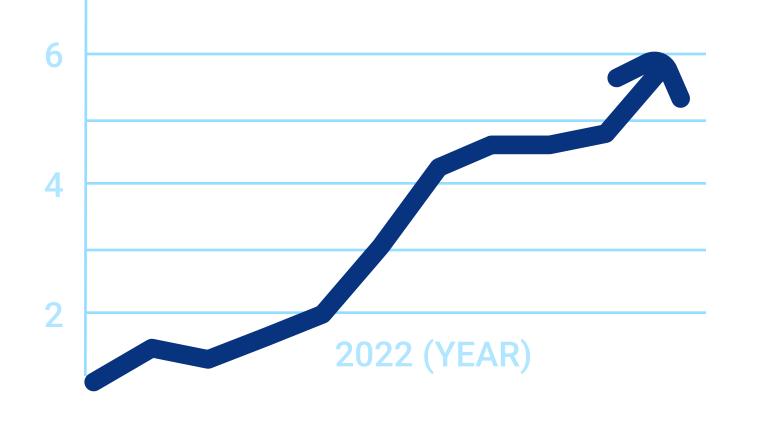


# One Solution, Unlimited Employee Experiences

Achieve your most important employee-centric goals through providing hyper-personalized experiences within one solution

Invest in the employee experience, or bear the consequences.

It's a near-universal feature of modern life for employers: Talent is increasingly hard to come by. Employers are already competing aggressively on pay in every industry and at every level. In May of 2022, the 3-month moving average of median wage growth rose above 6%.







#### Smart organizations are doing more than just a salary increase.

However, while money is an undeniable magnet for talent, it is not sustainable indefinitely. Raising wages might be enough to get people to apply for a job, but is it enough to engage and retain them?

According to a survey done through Joblist, most leave their job for reasons outside of salary, including a toxic workplace culture (30%), bad management (28%), or not seeing an opportunity for growth or skill development at work (73%). Forty-nine percent of the survey respondents also stated they believe their current employer does not care about their wellbeing.

Instead of focusing only on the money side of the equation, employers that plan to win the war for talent are investing heavily in the employee experience. EX strategy and investment directly impact employee engagement, which in turn influences productivity and profitability. Gallup research shows companies with highly engaged workforces outperform their peers by 147% in earnings per share.

As the urgency to reframe and reimagine the employee experience increases, new and emerging technologies have the potential to address and resolve many of the current roadblocks to a more engaged workforce.

"We are entering an era of hyperpersonalization in enterprise technology. To optimize the Employee Experience, the portfolio of enterprise applications must be tailored to the specific needs of each employee."

Brandscape 2020: HCM & Employee Experience



#### The employee experience and rapidly changing expectations

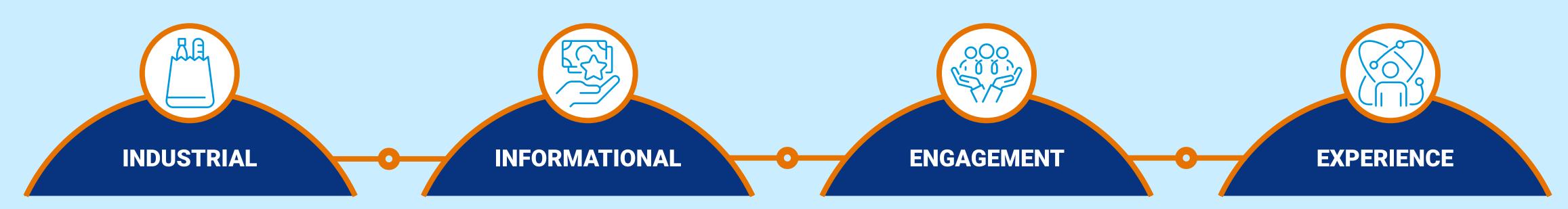
Broadly speaking, the employee experience is the combination of interactions, processes, tools, and moments in time that shape your employees' time with your organization. The quality and effectiveness of every employee-facing program and process (from recruiting and onboarding to learning and development to benefits) will impact your employee experience.

These experiences (good and bad) drive key performance indicators like engagement, retention, and productivity.

"You can't have satisfied customers without satisfied employees — at least not for long."

**Do You Know Your EX Defining Moments?** 

#### The employee experience expectations timeline



Employees lack options and are satisfied when employers provide bare necessities.

Employees are no longer working to survive but for a higher standard of living as benefits and compensation improve.

Organizations see the wisdom of trying to improve work life by investing in culture and measuring engagement data.

Employees search for meaning in their careers and leading-edge employers respond by shifting from one-size-fits-all to hyper-personalized experiences.





# Disjointed solutions; disjointed employee experience.

So let's say you're already sold on the importance of the employee experience. You know it's one of the best ways to stay competitive in a tight labor market and you know that it's one of the best ways to keep your current employees engaged, productive, and loyal.

Maybe you've even invested in some tools to help you create better employee experiences. Mobile wellness apps, internal communications platforms, and benefits portals among others can all have a positive impact on the employee experience by reducing administrative friction and promoting a culture of belonging and engagement.

All this seems logical, right? Technology, especially in an era of increased remote and hybrid work, can help organizations improve in these areas. However, you might notice that, despite investing in tools that address the needs of your employees, nobody is using them.





Even though employers' hearts are in the right place, buying various separate tools to address specific needs can ultimately lower the quality of your employee experience. It's no mystery how things got this way. Each of these point solutions, tools, and mobile apps probably had a solid business case for implementation in a vacuum. Unfortunately, when you add up the totality of your tech stack, the full picture is fragmented and more than a little overwhelming.

Managing a multitude of passwords and switching between tools constantly takes its toll on the end user. Your employees are already overloaded with apps and tools of all sorts at work and in their personal lives. In 2021, for example, the <u>App Store and Google Play Store had over 5.7 million apps combined</u>.

This abundance is creating "app fatigue" on smartphones and "solution fatigue" on the rest of our devices. That feeling of being overwhelmed with the amount of tools we already have naturally makes us more selective about which new technologies we adopt and use. We can easily see this playing out in the data when we look at smartphones in particular. In 2018, most new apps on smartphones were getting deleted by users within a week of their last use.

This phenomenon presents a major challenge for those of us who are working to improve the employee experience.

What happens when an overgrown tech ecosystem renders tools intended to improve the lives of our employees either ineffective or actively damaging to the employee experience?



## Hyper-personalization is meant to help, not harm.

Your people yearn for the humane, personalized experiences at work that they've come to expect in the consumer world (e.g., Netflix, Amazon, Spotify, etc.). But without meaning to, many organizations are responding by dumping such a plethora of tools promoting wellness, communication, connection, growth, and engagement that, like the <a href="https://example.com/Three-Stooges">Three Stooges</a> trying to enter a doorway all at once, nothing is able to get through.

Remember: Employee experience-enhancing technology is not merely competing with the other work tech your company might have deployed. You're competing with EVERY. SINGLE. APP. on their phone, their favorite streaming platform, their personal banking portal, and anything else with a username and password.

How then should you leverage modern technology to effectively improve the employee experience without overwhelming your people? Look for technologies that not only solve specific issues but also address the larger problem of complexity and solution fatigue.



We've already discussed how modern consumer technology has drastically raised the bar for what your employees expect from any piece of technology they use. It's important to understand that a big part of that story is how these consumer-facing companies reduced friction for users.

An array of disparate tools can often hurt employee experience, as the accumulated app fatigue makes it less likely for employees to use, download, or even know about the solutions available to them. Remember: Effective employee experience-enhancing technology must be able to grab employees' attention across a large swath of distractions and provide them with effective solutions that keep usage high well after deployment.

Prioritize user-friendly, integrated, personalized technology.



#### Find technology that plays nice with others.

If you can get more done in one solution, your employees are more likely to use it. Look for partners that can serve many employee needs in one place.

#### Choose your own adventure: the employee experience.

Employees want the ability to "curate" their own employee experiences; look for technology partners that understand this and have the ability to provide customization at the individual level. It's also important to recognize the fact that human beings change constantly and so do their wants and needs.

For instance, the needs of an individual when they first start at your company will evolve to something very different when they start a family. Make sure your employee experience programs have the flexibility to change with their needs.

### Above all, make sure the juice is worth the squeeze.

Your people are likely already juggling way too many passwords and accounts. If you're planning to ask them to add yet another piece of technology to that list, make sure it's worth the investment of time and data storage. Strive to pack as much essential value into this technology as possible. Does it reduce friction around managing PTO and other essential tasks?





### Create, evaluate, implement, repeat.

Many organizations are eager to capitalize on the potential ability of modern technology to improve the employee experience. However, disjointed solutions can overwhelm employees and even do active harm to the employee experience by adding unnecessary layers of complexity.

Your organization can avoid these challenges in large part by prioritizing low-friction, high-value, integrated solutions that actually make life easier for your people. But to truly maximize your ROI, you will need to track key metrics (e.g., NPS, wellbeing, retention, program participation, etc.) and identify further ways to optimize your programs and your use of this technology.





#### Curate a great employee experience.

It can seem daunting at first, but curating an optimal employee experience can be broken down into three simple steps. By focusing on these three areas, it will not only have the biggest impact on employee retention and company performance, but also improve employee satisfaction.

1 Develop a seamless employee life cycle

The employee life cycle starts at onboarding. The onboarding process and first day of work are a crucial part of the employee experience, and if you're using outdated or multiple systems, it is easy for a new hire to start the experience at the company feeling disempowered and frustrated. Develop a process that is able to support and engage your people throughout their tenure without gaps or kludgy user experiences.

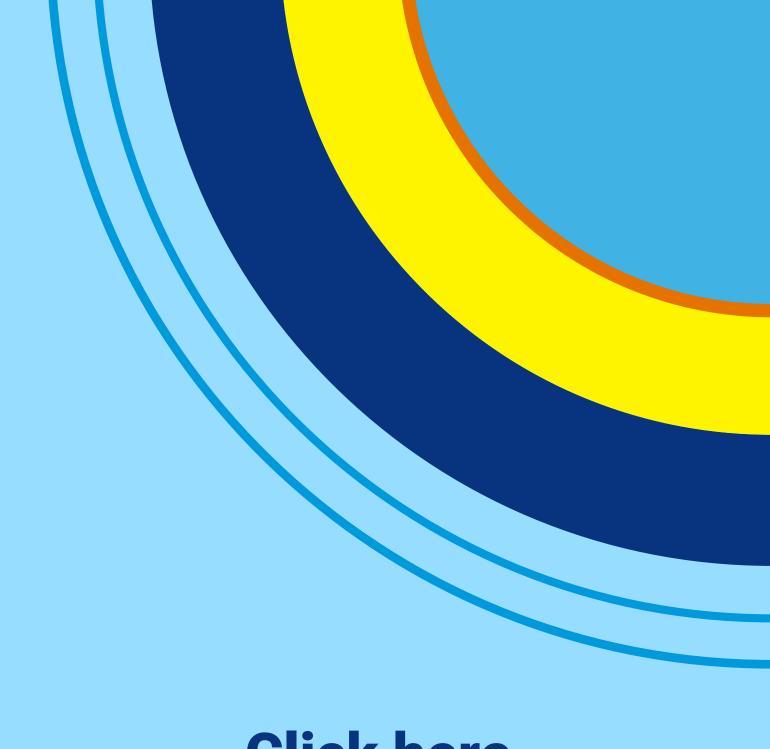
2 Exceed employee needs

Employees go through many twists and turns in their life throughout their time at the company. They require support in different ways unique to their situation. Make sure you understand that dynamic and proactively have a solution in place to provide what they need at all the different stages. Make it easy to customize their experience based on their different needs.

3 Optimize over time

Creating an employee experience an employee is happy to be a part of is not a one-and-done situation. Their needs change, priorities change, and the experience they are looking for ultimately will change. Make sure you are checking in with your employees and are collecting their feedback. Use that data and feedback to understand what's working, what needs improvement, and adjust accordingly.

Employee-centric, technology-enabled approaches have the potential to transform the employee experience offered at your organization. Don't wait to get started.



Click here
and learn how
STRIVE upgrades
the employee
experience.

**Learn More** 



