Employee EX Playbook

Your Guide to Utilizing STRIVE to Provide an Optimal Employee Experience

STRIVE

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Employee EX Overview

What is Employee EX?

"Employee experience is the perception every individual has about the quality of time spent with their company and is defined by a few significant moments (transitions, high points, and low points). We don't need to make every moment great, but we have to nail the moments that matter for each individual."
- Bret Starr Founder and CEO, The Starr Conspiracy

The idea around employee experience and the role of HR is changing. Over the past decade, Human Resources has begun to lean more into the "human" side of the equation as companies have begun to understand the benefits of creating a people-centric culture and improving the employee experience. As a result, employee experience is no longer a nice to have but a must. Companies that do not prioritize their employees and company culture aren't just having a harder time finding new talent — they are losing employees, too. EX is no longer a buzzword but something employees have come to expect. With so much riding on the employee experience, employers must take on a more thoughtful, strategic approach to creating the experience they want their employees to have. At STRIVE, we focus on 3 key areas of EX and the impact it has: unity, growth, & wellbeing.

🌐 Unity

We define unity as the ability of an employee to foster connection with both their colleagues and the company. What does this mean? Think of the overall culture you are providing to your employees. Do you have events outside of work where colleagues can get to know each other? Are you remote, in-office, or hybrid and how do you support your employees in those environments? Do you celebrate an employee for birthdays or work anniversaries? Employees are looking for a connection and a feeling of belonging. Strong unity leads to significant increases in employee retention & engagement.

🌱 Growth

We define growth as the resources provided to continue development, both professionally and personally. Are you offering employees a plan for professional development or a way to further develop skills? How are you helping them advance their career and see your company as a place for them to grow? Not only is it important to support their professional growth, but how are you supporting their growth personally? Are you providing learning opportunities? Do you have a tuition reimbursement plan? Do you provide them with ways to volunteer and get involved in their community? We've found employee growth increases company goal achievement.

🍎 Wellbeing

We define wellbeing as resources to support an employee's holistic wellbeing. Many companies support physical wellness through their benefits, but forget the other areas. Our view of wellbeing is supporting the physical, emotional, financial, career, & social wellbeing of an individual. Do you provide mental health support? Are your employees able to have a good work-life balance? Do you provide resources to improve finances and make smart financial decisions? An employee needs to be supported in all these areas to thrive inside and outside work. By encouraging and supporting their wellbeing, you will also see an improvement in program utilization.

Build Connection

One of our key pillars in the solution is the idea of connection. Connection to the company, to colleagues, and to the important programs & initiatives provided to them. Here is how we help employees connect:
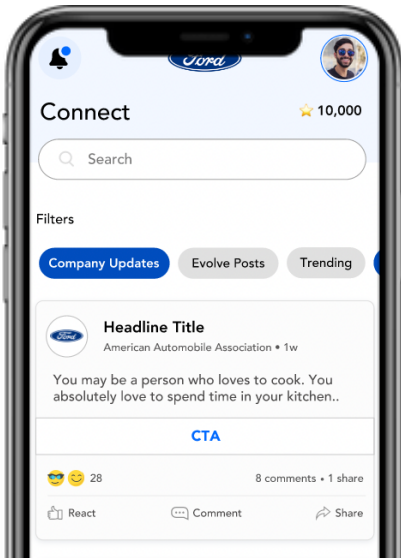

Connect to Your Community

Connect is your company community, a place for employees to communicate with their colleagues as well as see updates from the company. Think of it as a social platform, like LinkedIn, for your company. Employees will receive push notifications for priority updates such as posts from the company or a mention from other users to ensure employees never miss anything important. They can react, comment, or send GIFs to give feedback/engage with company updates.

Join the Conversation

Give your employees a way to provide updates and engage with their community through user-generated posts. Employees are able to select from a list of pre-set topics and templates to post in their community. Other users are able to react & comment on these posts as well. Topics include celebrating milestones, sharing tips & tricks, and spreading happy news.
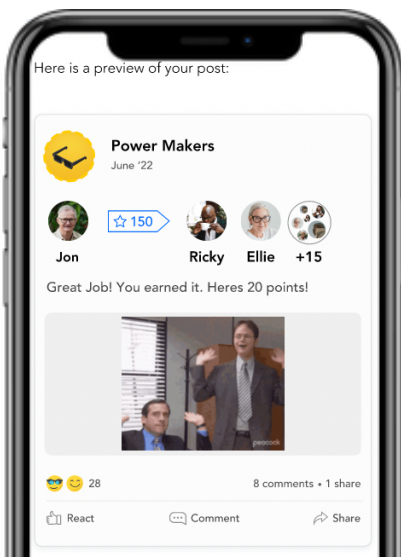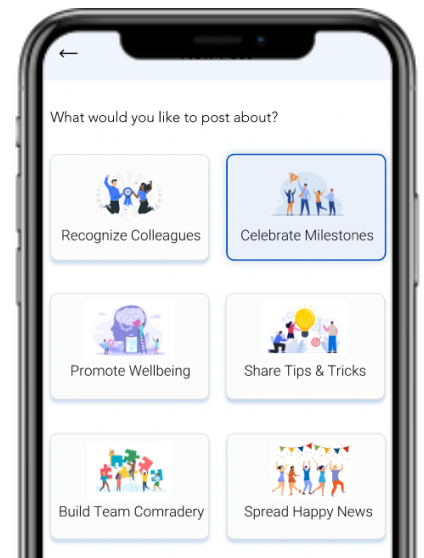

Recognize & Reward Colleagues

Give your employees the ability to recognize and reward their colleagues for a job well done. After determining the number of points a user can give out monthly, the user can select the user(s) whom they would like to recognize, provide the amount they would like to give, and include a message explaining why they are recognizing them. It's a great way to allow employees to show appreciation, build rapport, and earn rewards.

Seek Evolution

The evolve section is where you can provide your employees with a space to participate in challenges and incentivize behavior change. Here is how we help employees evolve:
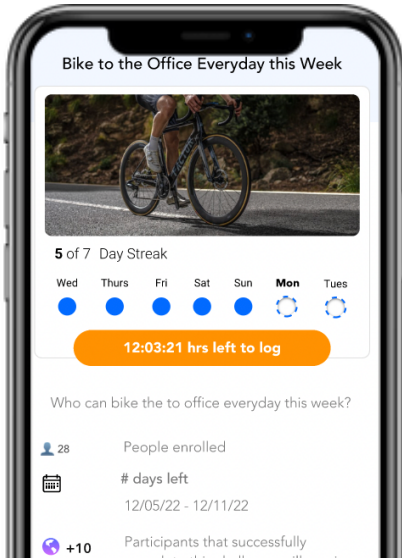
Complete Challenges

Create friendly competition by creating challenges throughout the month. Ideas include a water challenge, bike-to-work challenge, step challenge, reading a book challenge, or anything else to encourage the overall wellbeing of your employees. STRIVE also creates standard monthly challenges to encourage employees to engage with the app & materials you have provided. This would include challenges such as engaging with posts in the community tile or utilizing telemedicine.

Incentivize Behavior Change

Our solution encourages change behavior by incentivizing important initiatives in the app. By rewarding employees with points after completing different challenges & tasks, it encourages them to participate & complete the actions you are looking for. STRIVE also provides a global monthly raffle based on their total lifetime points. Employees are entered regardless of if you fund points or not.
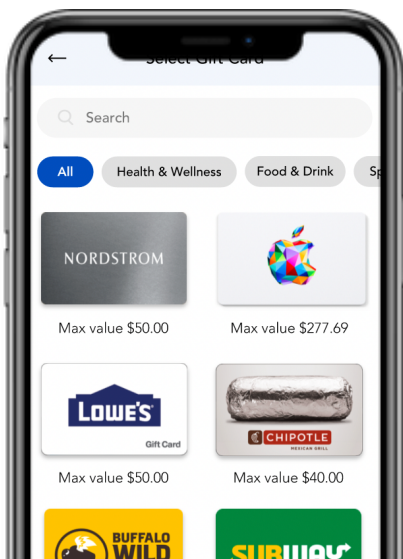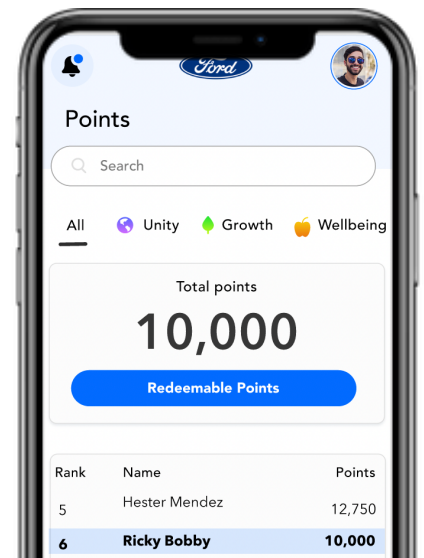
Redeem Rewards

STRIVE's reward catalog provides your employees with the option to redeem their points depending on your package. To redeem, simply click the option to redeem points and select the desired reward. Employees can either claim their total redeemable points or select the portion they would like to redeem at that time. They will then receive an email that contains their selected reward and are good to go.

Drive Exploration

The explore section is where employees can go to access important company documents such as their employee handbook or benefit SBCs. Here is how employees can utilize explore:
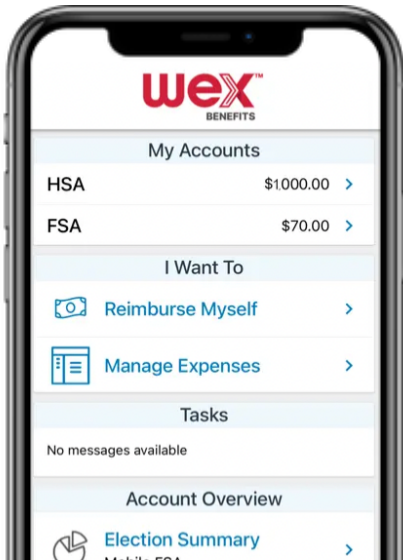

Centralize Platforms & Programs

Providing employees with multiple point-solutions can lead to confusion and overwhelm them. They need access to the information they are looking for when they need it. By centralizing all the programs and information they need in one place, we provide a quick and easy way for them to access what they are looking for. Our single-sign-on capabilities make it easier than ever for employees to log in to their programs with a touch of a button. Help employees simplify & enhance their experience.

Guide Employees to Areas of Interest

Provide employees with articles, blogs, podcasts, and videos on topics they find interesting and want to learn more about. From financial wellness to tips on daily healthy habits, explore is a section you can go to learn & grow. STRIVE has provided content to start and will add three articles each month focused on unity, growth, and wellbeing. Update this section with topics & information you feel will resonate with employees.
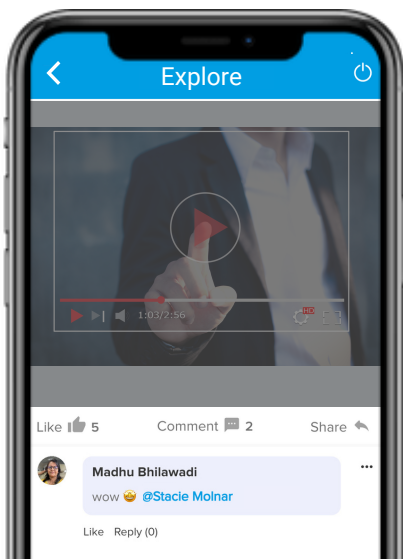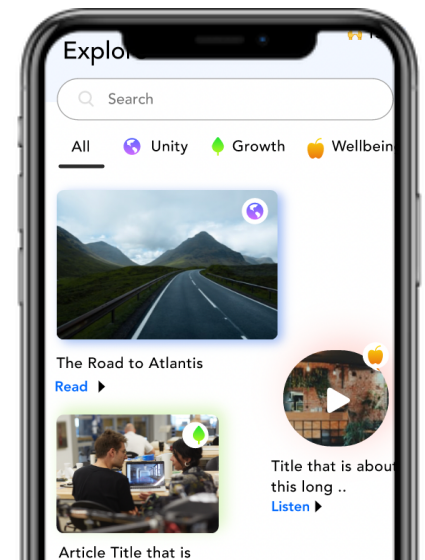
Start the Conversation

Similar to connect, explore has engagement capabilities to interact and start a conversation. Your employees are able to react, comment, tag colleagues, or share content they enjoy or feel will resonate with others. The purpose of this section is to allow employees to explore topics they are interested in and discover new areas of interest. It is a place for them to learn new skills and/or develop the ones they currently have.

Improve Employee EX

After understanding the employee experience and its importance, it can be overwhelming to know where to begin. How can you determine if your current employee experience is what your employees are looking for or if there need to be improvements? We have a 5-step framework that helps you assess your current state and where you need to go.

1

Assess Where You are Today

What have you done in the past as part of your employee experience strategy? Have you heard from your employees on what is working and what isn't? Are you providing them the ability to access the information & programs they need? Finding out the baseline of where you currently are at and hearing it from your employees is necessary to begin your strategy.

2

Understand the Culture You are Trying to Promote

A good employee experience starts with the understanding that EX is holistic. It has to do with every touch point your employees have and ensuring the experiences you provide them promote the values your organization wants. Company culture is inherently unique to each organization. It even differs from employee to employee. Consider what makes your organization a unique place to work. Think about how it can be improved.

3

Prioritize a People-Centric Approach

Designing an employee expereince that meets employee expectations while delivering significant results for the company is crucial for creating a positive employer brand. People analytics is an indispensable part of building a top employee experience strategy. Employees must feel heard to provide a holistic EX strategy.

4

Measure Success

EX is no longer a soft metric. Poor employee experience has a very real impact on an organization's bottom line. By making EX a priority, your company can learn to better manage EX and reap the benefits of a well-thought-out company culture. Examples of metrics to include are eNPS, program & benefit utilization, retention rates, & goal achievement

5

Rinse & Repeat

Experiences are constantly evolving and the needs/wants of your employees and your corporate goals are ever-changing. That's why any good EX strategy is not a static process. It's important to continuously optimize & reevaluate your strategy to ensure the experience created is what your employees need to be their best & deliver optimal results. Surveys & creating an ongoing cadence of collecting & analyzing employee feedback are crucial. Also, consider becoming a **recognized people-centric company** to show your commitment to EX.

Select Solution Package

Now that you know the current state of your employee experience, you know what areas need improvement. We offer three different packages for you to choose from that best suit your needs.

Take a look and decide which is best for your employees:

Capabilities	Benefits Center $3.00 PEPM	Company Connect $4.50 PEPM	EX Impact $6.00 PEPM
Employee Driven Customizable Experience	✓	✓	✓
Personalized / Centralized BenefitsCenter	✓	✓	✓
Employee Global Raffle ($5K per Month)	✓	✓	✓
Employee Resource Library	✓	✓	✓
Experience Management	✓	✓	✓
Unlimited Seamless User Authentication	Two SSO's	✓	✓
Communication Capabilities*	Two-Way Interactive	✓	✓
Recognition & Challenge Functionality	Standard Challenges	Standard Challenges & Recognition	Standard/Custom Challenges & Recognition
Rewards & Redemption**	Gift Cards	Gift Cards, Retail, & Experiences	Gift Cards, Retail, Swag, Experiences, Non-Monetary
Custom Company Branded Solution***	—	—	✓

All Client Solutions have $12,000 ARR Minimum
*Two-Way Interactive, Recurring Messages, User Posts, Automated Milestones **100% Transparent Pricing   ***$24,000 ARR Minimum

Outside of the above packages we also offer telehealth and employee advocacy add-ons. They are as follows:

Walmart Health Virtual Care: Give your employees the ability to receive they care they need virtually. Choose from one of our telehealth packages to offer your employees. Options include Urgent Care, Talk Therapy, Virtual Primary Care, Psychiatry, Men's & Women's Health, & Teen Therapy. Bundle options also available.

Alight Advocacy: Alight provides high-quality employee advocacy to help employees understand their benefits and make educated healthcare decisions. From finding an in-network provider to understanding claims or helping with prescriptions, your employees can access a dedicated health pro to help guide them through the process.

Curating Your EX

Now that you understand the overall employee experience and framework for creating a strategy - how can you utilize STRIVE to provide an optimal experience? We provide you with the tools needed to deliver the *one* experience that drives employees to connect, evolve, & explore to create a people-centric organization. Below are our suggested steps & recommendations to curate your EX. **In order to actually implement this information, please fill out the below steps in the following form**. **We cannot make any updates unless this has been completed.**

1. Automated Census

One of the options we provide to keep the data up-to-date and ensure those who should have access to the platform can do so is through an automated census. This involves setting up a simple process with the platform that hosts employee data to begin that flow of information. Data is sent over instantaneously making this the cleanest & most accurate way to keep your platform up to date with employee data. This option is not available to those on the Rewards package.

2. SSO Integrations

SSO or single-sign-on allows employees to only have to log in to their account once and be able to access it without logging in moving forward. We are able to connect with hundreds of companies ranging from HRIS platforms to Learning & Development systems. To get an idea of the companies we are able to connect with, check out our **integrations wheel**. If you have a platform you are wanting to connect with but do not see listed, please reach out to your CSM manager. We will see if integration is possible and begin that process if it can be done. This option is not available for those on the Rewards package. If you are on any package outside of Rewards, please list out the platforms you would like SSO connection with. Ideas of platforms to list can include your HRIS, payroll, time-tracking, or performance management systems.

3. BenefitsHub

BenefitsHub is the one place for employees to go to access all their benefits details and information. This includes medical, dental, vision, and voluntary benefits such as short or long-term disability, pet insurance, maternity/paternity leave, etc. We will need the vendor name, their website, phone number, group number, and any other important information employees will need access to. If there are any SBC's or other important documents that should be tied to the benefit, please send those to us as well.

4. Add Explore Content

The explore section is a place for employees to learn more about topics that interest them & start conversations. This is also where you can include documents such as the employee handbook, safety & compliance, & performance management. Ideas of the type of content to upload include:

- Podcasts
- Articles
- Blogs
- Learning Management Systems
- Videos

Please provide the material you would like included in explore. As a reminder, STRIVE will also update monthly with 3 pieces of content focused on unity, growth, and wellbeing. To keep the explore content fresh and full, we suggest adding a few pieces of content of your own each month as well.

5. Recurring Messages

To keep the connect section active as well as make employees aware of important initiatives, we suggest setting up recurring messages in the app. These can be repeated throughout the year and set on a schedule to save you time. Some of our suggestions of types of messages to set include:

- **Employee Pulse Checks**
- **Birthday Wishes**
- **Work Anniversaries**
- **Payment Schedule**
- **Company Values**
- **Recruiting Reminders**
- **ID Cards**
- **Holidays**
- **Benefits**
- **401K**
- **Social Events**
- **Telemedicine**
- **HR Support**
- **Time Tracking**
- **Performance Mgmt**
- **Company Goals**
- **Compliance**
- **Initiative Updates**

To see examples of the type of messages that can be sent and select the ones you would like incorporated into your app, **click here**.

You have two options to create & send these messages. You can either ask you CSM to get them scheduled or you can go into your admin portal and get them created yourself. To access the portal and send on your own, complete the following steps:

1) Click on the "Message Hub" button, "Send New Message", & "Send in App"
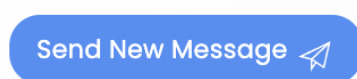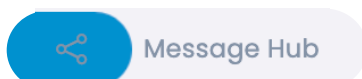
2) Write your message by entering the title, message, URL, thumbnail, & who sent from (HR team, CEO, etc.)

Write Your Message?   ✖

*TITLE   *SENT FROM

                                                          HR Team

Characters Remaining: 30
                                                          SET LOGO ⓘ
*MESSAGE
                                                          CHOOSE FILE   BROWSE

                                                          TARGET TITLE

                                                          TARGET SCREEN

                                                          Select Target Screen   ▸

                                                          URL

Characters Remaining: 250

THUMBNAIL ⓘ

                     Drop files here to upload

3) Schedule the date & occurrence for which the message should be sent

○ Send Now   ● Schedule

*SET SCHEDULE START DATE & TIME   *TIMEZONE

📅   (GMT –08:00) US/Pacific   ▸

REPEATED ON   SET EXPIRY AFTER ☐

Does Not Repeat   ⌄

4) Determine who should receive the message & send!

*SEND TO

All   ⌄

6. Recognition

Recognition is only available if you are on the Impact or Complete Care package. In order to set up recognition in your solution, we need to know the amount you would like to fund each month as well as the templates you would like to make available to employees. The recognition templates we have available to choose from include:

Collaboration Master: Recognize an employee that has shown great ability to collaborate.

Great Idea Nomination: Did someone have a great idea? Share it with the team and appreciate the contribution.

Growth Alert: Notice a colleague that is developing? Take the time and recognize them!

Kindness Recognition: Every moment matters, show appreciation for taking the time to be kind!

Leadership Appreciation: Leading is not always easy, appreciate a leader that has made a positive impact!

Value Creator: Show appreciation to a colleague that created value for our company!

You will also have the ability to create custom templates for recognition as well. To create custom recognition templates, follow these steps after logging into the admin portal:

1) Click on the "Message Hub" button, "Recognition Templates", & "Create Template"

Message Hub   Recognition Templates   + Create Template

2) Select if the template should be user-generated or only for admins
3) Enter the title, description, images to attach with the post, and points users can provide

Create Template

*TITLE

Characters Remaining: 50

*DESCRIPTION

Characters Remaining: 250

ADD IMAGES

Drop files here to upload

*Supported Formats: .jpeg,.jpg,.png

SET LOGO

CHOOSE FILE   BROWSE

*SELECT MULTIPLE POINTS THAT USER CAN SELECT WHILE POSTING

7. Challenges

STRIVE provides standard challenges each month for employees to complete. You are able to opt-in or out of offering them to your employees. These include:

- *Monthly Activity:* Completing the monthly activity challenge
- *Login Challenges:* A daily, 3-day, 5-day, and 15-day login challenges
- *Telemedicine:* Challenge to utilize telemedicine each month
- *Load ID Card:* Load an ID card yearly to earn points
- *Create a post:* Creating a post in the connect section
- *Invite a Family Member:* Invite dependents or spouse to the app
- *Visit Rx Pricing:* Visit the Rx tile to earn points
- *Comment on a Post:* Commenting on a post in the connect or explore section
- *Like a Post/Comment:* Engage with content in the connect or explore section

If you are on the Impact or Complete Care package, you also have the ability to create custom challenges. To create custom challenges, complete the following steps in your admin portal:

1) Click on the "Custom Challenges" button & "Create Challenge"
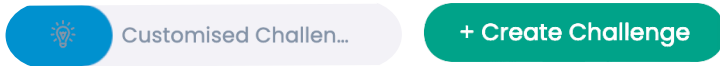
2) Enter the challenge title, description, prompt for verification, duration & total points users can earn. You can also determine the method by which to verify users completed the challenge and frequency of verification.

8. Rewards

You have the option to provide a rewards option for your employees to redeem their points. If you do not choose to set up rewards, you can still utilize the standard challenges and employees will still be able to earn points. They will not be able to redeem those points but will be entered into our global monthly raffle that is based on lifetime points. If you choose to provide rewards, we need to know the level you would like to provide. Our reward options are as follows:

- *Silver:* Gift cards
- *Gold:* Gift cards, retail & custom swag
- *Platinum:* Gift cards, retail & custom swag, & experiences

Users will then have the option to redeem their points at any point for any of the options included in your package. If you choose a rewards package, we will need to know the amount you would like to fund monthly per employee, as well as the point conversion. Funding can be provided for recognition, challenges, or both. We default to a conversion of 100 points equivalent to $1, but that can be customized to the conversion you would prefer.

If you follow the above framework and recommended steps, you are well on your way to providing your employees with an optimal employee experience. If at any point you have any questions about the process or how to make updates, please reach out and/or schedule time with your CSM who will be there to support! We look forward to partnering together to reimagine the employee experience...one individual at a time.