STRIVE

5 Steps to Simplify Your Employee Experience

Hint: It's All About Simple Setup and Ease of Use for Maximum Results

The age of EX is here to stay. Are you ready for it?

Gone are the days of employee experience being a nice-to-have or a trend to incentivize potential employees. If the Great Resignation taught us anything, it's that employees care about how their workplace treats them – a lot.

A **survey** by McKinsey found that the top three factors employers cited for quitting their jobs were not feeling: valued by their organization, valued by their managers, or a sense of belonging at work. These factors, which arguably make up the basis of a positive or negative employee experience, outpaced others such as feeling engaged at work and even receiving adequate compensation.

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Poor employee experience doesn't just drive employees to quit or make it harder to attract new talent.

Recently, organizations have seen a worrying trend in the rise of quiet quitting — when employees drop to doing the bare minimum in their roles and become psychologically detached from their job. A recent Gallup report estimates that a shocking 68% of U.S. employees are either quiet quitters or actively disengaged in their current jobs.

These levels of employee disengagement can result in massive losses for organizations — between $450 billion and $550 billion a year in the U.S. alone. Considering how levels of disengagement have risen in the past few years, those costs have likely been pushed even higher today.

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The good news?

A good employee experience not only counters many of the negatives associated with disengagement but actually helps organizations thrive. Extensive studies have been done on the relationship between corporate culture and performance. All of them have found an overwhelmingly positive correlation between financial performance and a strong corporate culture. J.P. Kotter, one of the leading experts in the field and author of the book *Corporate Culture and Performance*, estimated that positive company culture could increase revenue by more than 682%.

EX is no longer just a buzzword; it's something that 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.

Doing nothing is not enough. In an age where EX is so ubiquitous, not having an effective employee engagement strategy means losing your best people and making it difficult to find new talent. Even if you've taken initial steps to improve the employee experience — whether buying a new wellness solution or hosting employee events — an effective employee experience strategy is tantamount to driving value and helping employees succeed.

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With so much on the line and so many ways to implement employee experience incorrectly, we're here to help.

This e-book lays out the five steps companies can take today to create an effective EX strategy — one that tackles the employee experience in a holistic way, drives value, and helps create the experience that is right for your organization.

5 steps to create an effective EX strategy

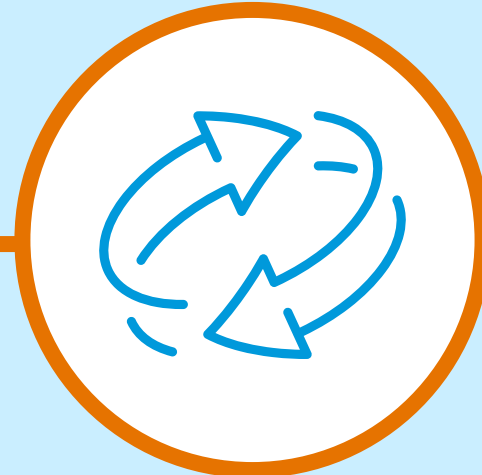**1. Assess where you are today.**

2. Define the experience you want your employees to have that aligns with your company values.

3. Enable a people-centric approach: Deliver a connected, personalized, and impactful experience.

4. Measure success.

5. Rinse and repeat.

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1 Assess where you are today

Before taking on the daunting task of overhauling your organization's EX, first take a look at what you've already done. What platforms or solutions have you already acquired? More important, are these solutions actually being used?

Purchasing an EX solution is only half the battle. As previously mentioned, purchasing too many apps or solutions that don't align with an overarching strategy might actually exacerbate disengagement. With organizations currently using an **average of 88 apps**, employees often feel overwhelmed or apprehensive of any new solution — even the ones supposed to drive well-being and engagement. And if they don't see the value in using these solutions, offering more single-point solutions can actually make employees more likely to disengage.

Taking a step back and looking at what you've already done is crucial for building up a good EX strategy. Even if your organization hasn't purchased any solutions specifically tailored for employee engagement, looking at your entire employee-facing tech stack will help you understand how their experience stands today. From here, you can begin to build on what you already have, dismantle what isn't working, and be ready to take the next step toward a well-built EX strategy.

OVERALL EMPLOYEE EXPERIENCE

■ Average company   ■ Best-in-class

0   25   50   75   100

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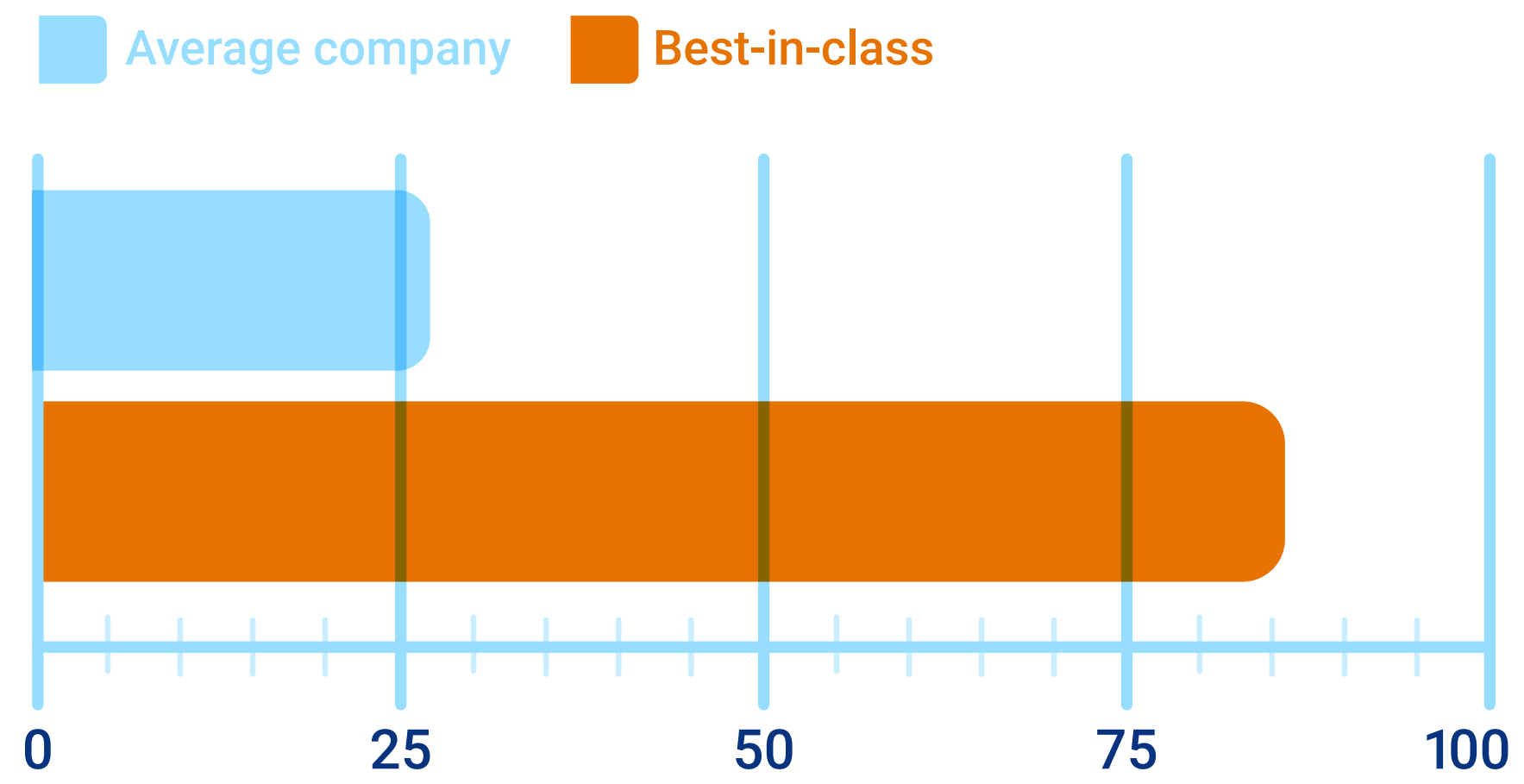
2 Understand the culture you are trying to promote

Now that you know what's already in place, it's time to decide where you want to go. Having a good employee experience starts with understanding that EX is holistic. It has to do with every touch point your employees have and with ensuring that 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. Creating a good culture and experience starts with deciding what kind of employee experience you want to provide, and that means defining what your company culture is.

What one company may want to promote in its culture may look quite different from the other. Some may have a philanthropic view that seeks to promote employee volunteering. Others may want to promote employee health and well-being through active gatherings, while others may primarily seek to create a community of dialogue and discussion. When it comes to the culture you want to promote, there is no one-size-fits-all model.

As you think about your company culture, consider everything inherent to your organization that makes it a unique place to work. Are you seeking to promote professionalism or a laid-back atmosphere? Do your employees value flexibility, or are they looking for a tightknit community? Think about the culture that already exists. Then think about how it can be improved consistently and effectively through optimal personalized, connected, and impactful experiences. These will maximize your results and allow you to find and attract top talent that is a fantastic fit for your company.

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3 Prioritize a People-centric Approach

Sure, it's important to understand the roots of your company and what it stands for. But this must always be done in conjunction with understanding what your employees want. It's their experience, after all!

Designing an employee experience that meets employee expectations while delivering significant results for the company is crucial for creating a positive employer brand. Regardless of what type of experience you are trying to promote, a good, inclusive company culture cannot exist without employee buy-in.

People analytics is an indispensable part of building a top employee experience strategy. Employee feedback is the base of a holistic EX strategy that allows employees to feel heard.

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Practice Empathy

Before purchasing another solution, think about what additional technology actually looks like.

Having too many solutions not only decreases utilization but can even impact performance — by as much as 80%. You must think holistically about the end-to-end employee experience, define critical use cases, and align on how your employees will feel about it. Designing the employee experience around point solutions misses the bigger picture.

Place yourself in an empathetic mindset, and ask yourself how a new solution would actually play out. Is it something that you could see yourself using and fitting into your workflow, or would it simply add to a sense of solution fatigue that many employees already face?

In the age of employee experience, Human Resources is no longer just an operational role. True success in HR is about people and establishing a human connection. As you're collecting and listening to your employees' feedback, use empathy to open the conversation and empower your workforce to maximize their abilities.

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4 Measure Success

EX is no longer just a soft metric. As we mentioned before, poor employee experience has very real impacts on an organization's bottom line. The good news is that by making EX a priority, your company can learn to better manage EX and reap the benefits of a well-thought-out company culture.

Before the EX solution is implemented, HR leaders must be mindful and have a plan in place for what will be tracked. They cannot wait until after the fact to set the benchmark. Foresight is key here: Before implementing a new solution, understand the different goals you are trying to achieve and have a clear plan for how the metrics you will track back to and create value for the organization.

○ It's important to realize that the solutions are actually tools your employees will want and use, instead of exacerbating solution fatigue.

○ An employee-centric approach means putting employees' needs first and providing them with the necessary tools to perform their best.

To measure success, you must first know what you are measuring and how these metrics map back to bigger goals. Examples of metrics to look at might include:
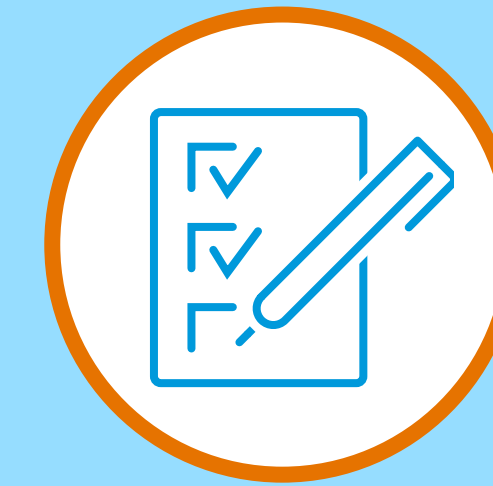
Employee Net Promoter Score

Program & Benefit Utilization

Retention Rates

Goal Achievement

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5 Rinse and Repeat!

Experiences are constantly evolving, and the needs and 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 and reevaluate your strategy to ensure the experience created is what your employees need to be their best and deliver optimal results.

Here, surveys are once again crucial. Creating an ongoing cadence of collecting and analyzing employee feedback ensures that you can keep a pulse of what's working, what needs to change, and what your employees are looking for. Remember, today's solutions might look different from what your employees need six months, a year, or five years from now. What's important is to create a flexible and reliable strategy framework and monitor results to continuously improve your EX strategy.

Your company values may stay the same, but how you promote those values will be ever-changing.

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EX strategy is important. We can help you nail it.

Creating an effective EX strategy can often seem like an overwhelming undertaking. It can certainly seem daunting to completely rethink the experience you hope to grant your employees. At times it can feel even harder to understand if you are succeeding in doing so.

Thankfully, at STRIVE we have over seven years of experience and have helped over 2,000 employers get EX right. We believe in helping employers give their people the best experience possible, and we know that doing so is about more than just purchasing a new technology vendor.

We partner with each of our clients to create an effective strategy that promotes what they want and gives them the tools they need to measure that success.

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Start at the Diagnostic

Any new engagement should start with first understanding where you're at. We can help you understand the solutions you're currently using and where your EX stands today, so we can plan where you want to be. We've partnered with over 2,000 employers and have helped each of them build a successful strategy they can promote.

The Solution and EX Expertise You Need to Build the Culture You Want

STRIVE is an all-in-one solution that allows you to provide one connected ecosystem for your employees. We believe in solutions that make employees feel united, allowing them to focus on their growth and promote their well-being. However, what each of those factors looks like is entirely up to you. We provide you with the infrastructure necessary to promote the culture you want. Our powerful integrations even allow you to build in your existing benefits and healthcare systems, housing everything under one solution. That means less solution fatigue for your employees and easier tracking for your HR team.

A Consumer-like Experience Employees Love

Employees have become accustomed to solutions that place the user experience at the forefront and expect the same from the technology they use in the workplace. That's why we prioritize a consumer-like experience that gives employees the technology they expect. Like many of the solutions you and your employees use outside of work, STRIVE is:

- Hyper-personalized and gives employees the content they're looking for
- Easy to use
- Connected

Built-in Metrics and Utilization Tracking

With built-in employee survey tracking and utilization metrics, we help you not only define but track the goals you need to achieve. Our powerful metrics and analytics help you understand app utilization and keep a pulse on the entire employee experience.

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Contact us today to see how **STRIVE** can help you build a better, more mindful EX that your employees will love.

Contact Us

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