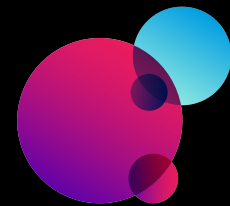


Building a world-class employee experience



future worx



Customer experience vs employee experience

Most organisations recognise the need to provide a great customer experience, but how many understand that a great employee experience is equally important to their success?

The better the experience that customers have, the more repeat custom and positive reviews you receive, while simultaneously reducing the friction of customer complaints and returns. Naturally, this leads to increased sales and revenue performance. Over the last decade, this cycle has become clearer and most organisations have committed substantial amounts of strategic investment to enhancing their CX.

However, when it comes to profitability and growth, leaders should be investing equally in employee experience (EX).

Why?

Employee experience affects every aspect of working life and directly determines engagement, retention and productivity. All of which will also impact heavily on customer satisfaction and, ultimately, profitability.



A competitive advantage

In a recent study, Gallup found that a staggering 87% of employees worldwide do not feel engaged at work. Yet, companies with highly engaged workforces outperform their peers by 147% in earnings per share. In financial services, an IBM study found that employees who rate their experience at work highly are **more likely to be the top performers**, while those with low employee experience are more than twice as likely as their colleagues to say they want to leave.

If CX is the battleground for customer loyalty, then **EX is the battleground for productivity**. It's the missing link in profitability.

This e-book contains our latest thought leadership and will explore what a world-class employee experience should look like, as well as how you could go about implementing in order to rapidly set your path on the new normal.

87%





future worx

Future Worx is a digital consultancy creating environments that embrace new ways of working, tools and best practice with one goal:

To create world-class employee experiences.

For many organisations this is new, but we have over nine year's experience of delivering successful projects with some of the world's top companies. Our unique approach combines creating a clear vision with delivering immediate impact – and always with a measurable outcome.

Above all we know that this is about people, and how we create the experience in which they can be their best, by combining technology, processes and culture.

Contact us today to discuss your goals and challenges.



THOMSON REUTERS



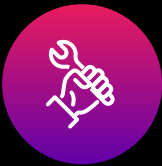
What does a world-class employee experience look like?



A great employee experience is the result of creating, developing and nurturing an employee-centric culture.



Are your employees set up for success?
Do they have everything they need to be able to do their job, and to enjoy it?



Do they have appropriate tools for office and remote hybrid workplaces, that allow people to work in their preferred location and – importantly – collaborate with others who may be elsewhere.

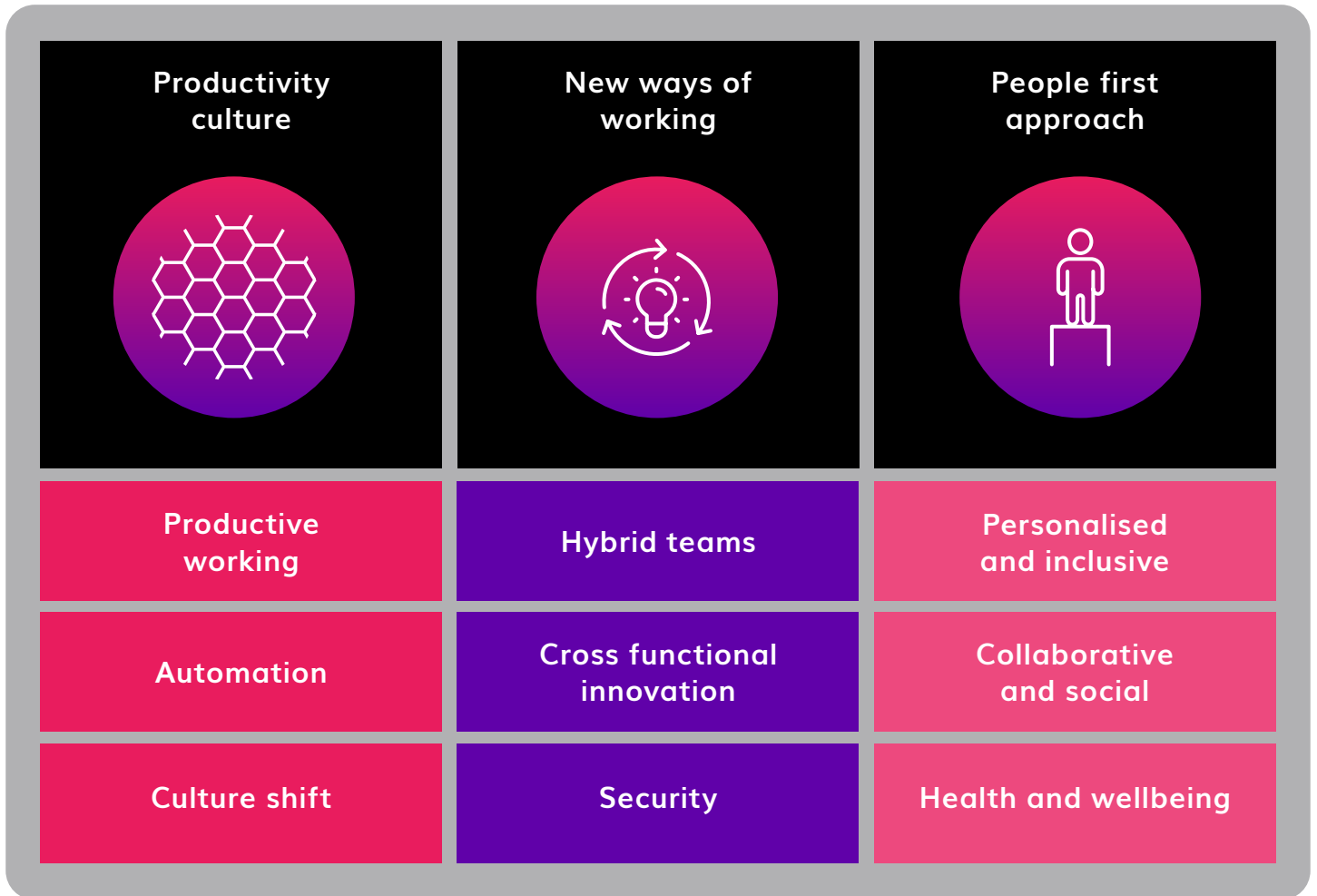


Do they have control over their wider careers so that they can set and achieve their goals, manage their training and development and thrive in the workplace?



There are several core components that are required for a world-class employee experience.

These elements are all strongly interconnected but we can group them into three broad themes.





Productivity culture



Productive working

The right company culture is vital to success, and whilst businesses vary widely in their core principles - one component underlies all effective cultures - productivity. Business needs to foster an environment that enables their employees to be productive. This is often achieved by redefining and simplifying ways of working with that end in mind. Fixing these basics would clearly have benefits for both the employee and the customer experience. A clear win-win.



Automation

Automation in the workplace plays a role in that it frequently improves the employee experience by taking on the complex manual tasks that employees would rather not do. It can simplify tasks such as booking holiday and training, exercising benefits, submitting expenses and a range of other admin tasks that distract employees from their actual work. According to a study by IT company ServiceNow, 70% of employees at 'highly automated' companies say that automation improves job satisfaction and increases time for creativity and opportunities for advancement.



Culture shift

Productive businesses are making cultural shifts to output-focused approaches whereby performance and contribution is no longer measured by the number of hours an employee has been at their desk but rather by the work that has actually been delivered.





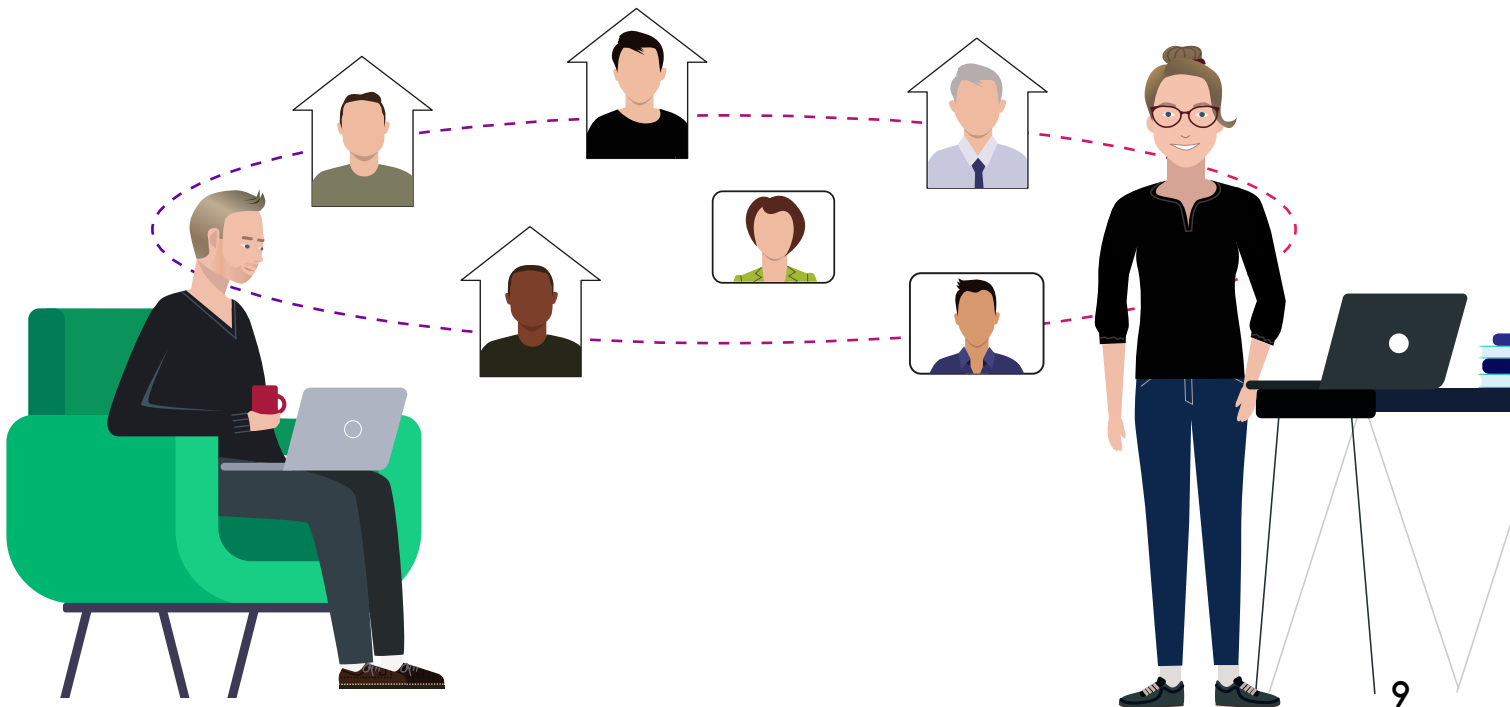
New ways of working



Hybrid teams

Firstly, companies must create a hybrid environment that works for home and office workers as well as those who are on the move.

Reassuring employees that they will have access to great tools that are reliable, with the right training, allows them to feel they will be set up for success wherever they are and whoever they need to collaborate with.





Cross-functional innovation

For a long time many companies with distributed offices and distant clients have found it challenging to innovate. Today this effect is widespread with a workforce that is hybrid, across home and office, and diaries that are full of video calls leaving little time for innovation. Combining physical and digital environments to support innovation, for example with configurable collaboration space is important. New digital tools to support creative interaction are essential as are ways of working that identify people who can innovate on a topic, and that give them time to do so.



Security

Security will always be a vital consideration, especially for a regulated sector such as financial services, and new ways of working have to be built upon this. Employees need to be given confidence that they are operating compliantly no matter where they are based.

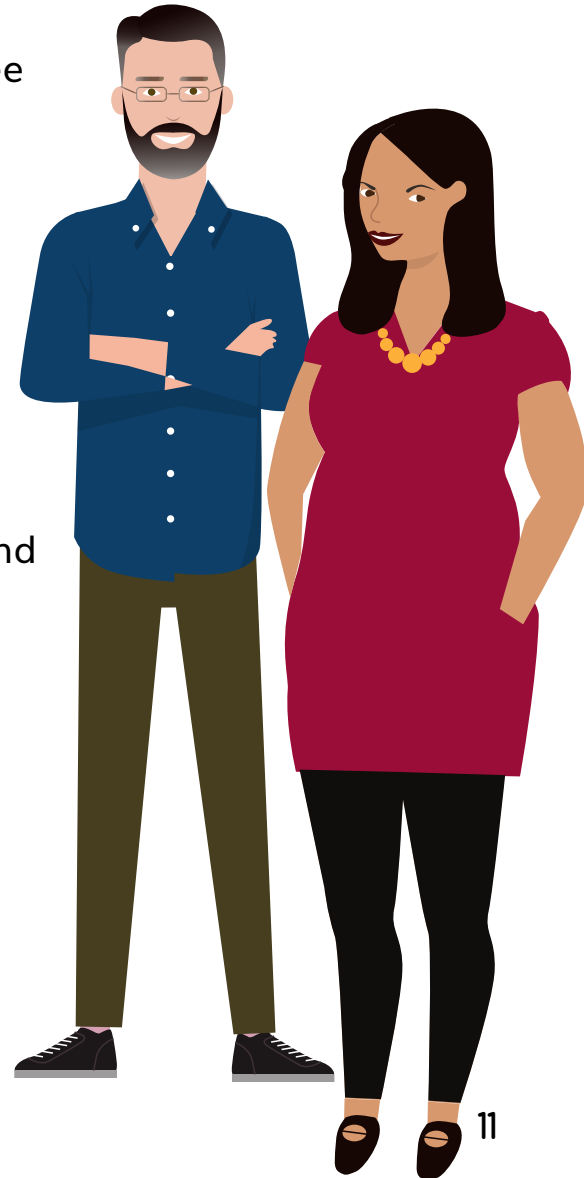
A people first approach

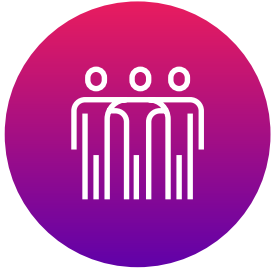


Personalised and inclusive

It's no surprise that customer experience influences employee experience. Employees are all customers too, after all. As a result, they expect their experience at work to offer the same kind of personalisation that they receive as customers. This includes everything from being able to work on their own devices to having a custom-designed learning and development package that meets their particular development needs. Inclusion and accessibility forms part of this.

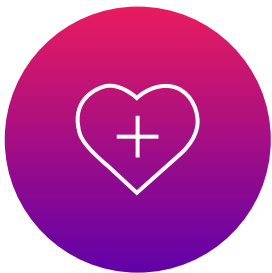
With the right tools, culture and processes, employees can overcome permanent or temporary physical and mental issues and work effectively from home.





Collaborative and social

It is important to remember that a working culture has always benefited from a dynamic collaborative and social aspect too. From feeling connected to your colleagues during a quick water cooler conversation, to the unexpected inspiration that comes from a chance meeting in a corridor, the ability to engage socially in the workplace has lots of value. Famously, Steve Jobs, the late Apple founder and CEO of Pixar, insisted that both companies' new offices be structured to encourage chance meetings, which he believed fuelled creativity. However, companies don't have to rebuild their offices to provide a social element to culture. Most importantly this is something that can be built into virtual workflows too, but needs special thought and consideration for how the social dynamic can be preserved in a virtual remote world.



Health and wellbeing

Health and wellbeing has always been a central part of employee experience but has been amplified by Covid. There are obvious components, such as safe office environments, but employers must now recognise their responsibility is broader and must consider the employees home environment. For example, giving the choice to people with difficult conditions at home to work in an office, irrespective of their role, may be the right approach.



These core components should underpin every part of the employee journey, if you want to create a world-class employee experience.

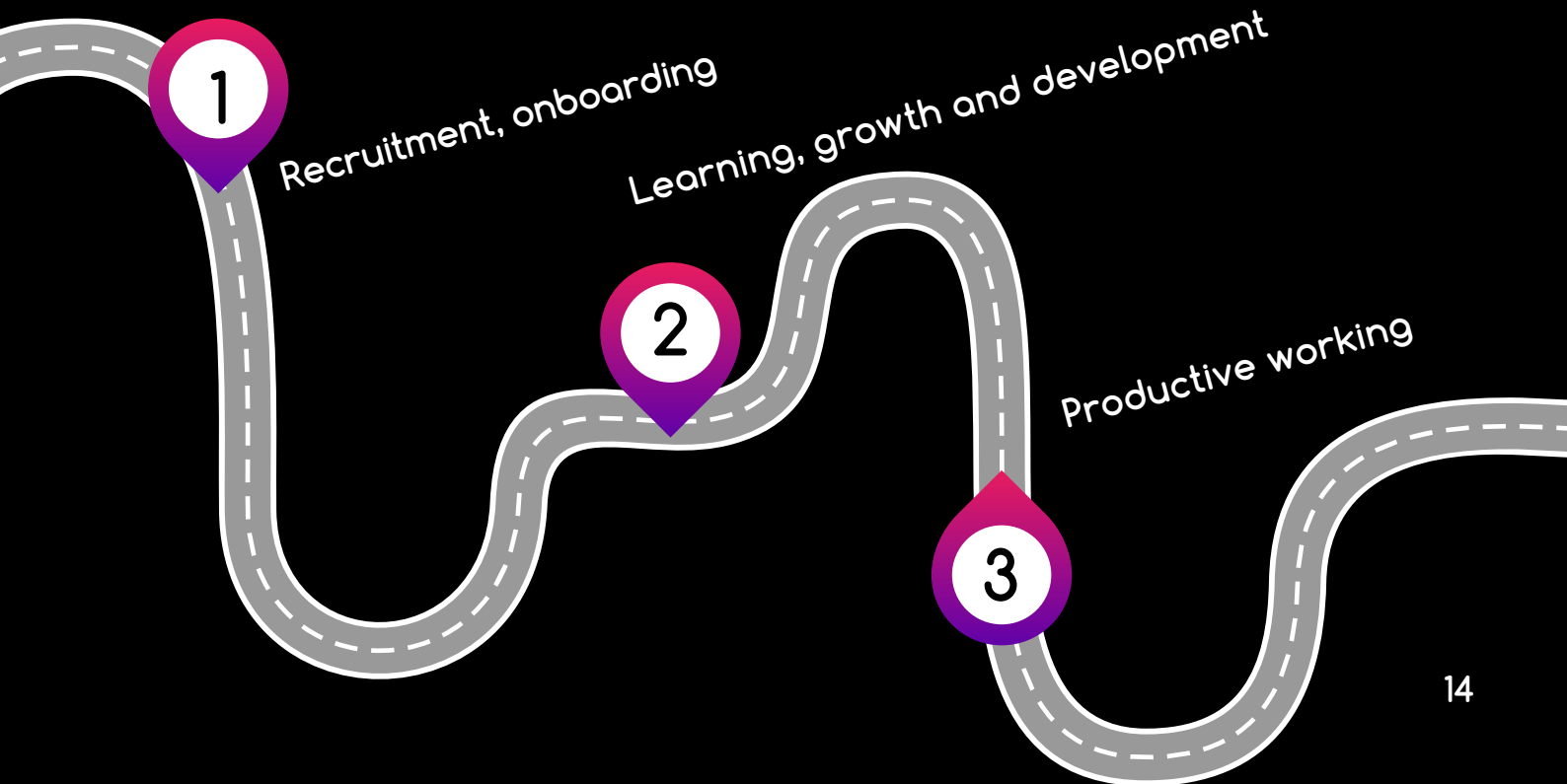
In the next section, we will look at some practical examples of what that means.

Improving the employee journey



Providing a world-class employee experience means reviewing every step of an employee's journey within the business, from the moment they become an interview candidate up to, and even after, they leave the company. Let's take a closer look at that journey.

Employee experience can be broken down into three smaller journeys:

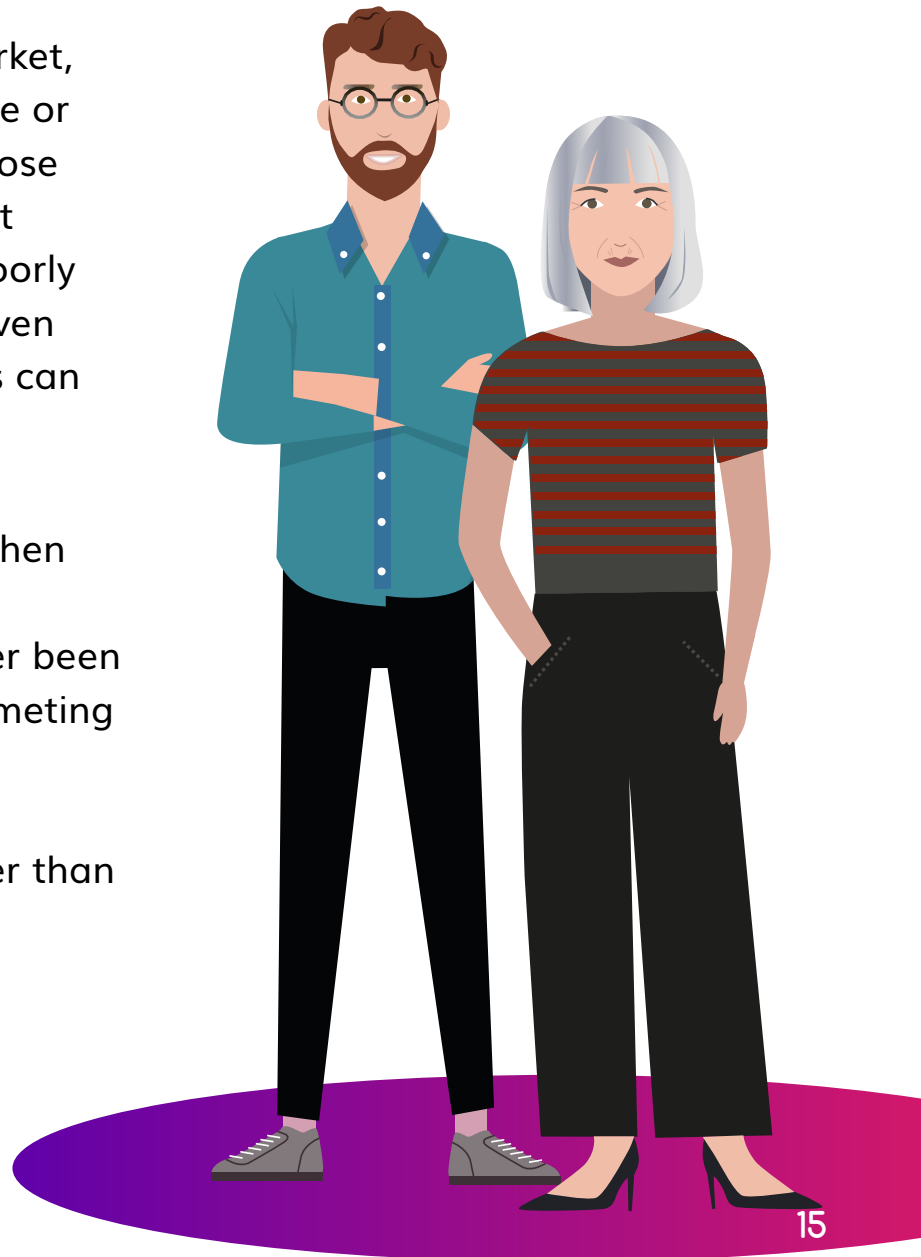




Recruitment

In a highly competitive job market, candidate experience can make or break whether candidates choose to work with you. It is no secret that long application forms, poorly designed landing pages and even poorly worded job descriptions can cost you the best talent.

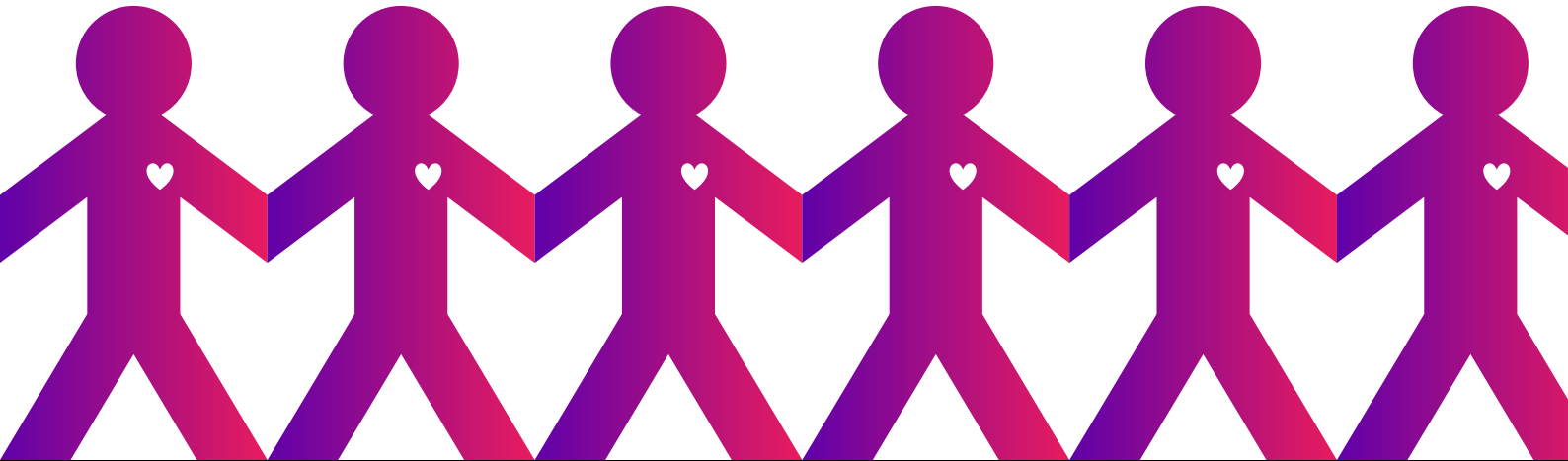
However, in uncertain times, when tensions are already high, the candidate experience has never been so vital. With economies plummeting and job losses everywhere, candidates need to have more confidence in a future employer than ever before.





A strong communications plan is critically important during these times of crisis and change. In the coming weeks and months, people will need even more transparency and clarity than usual.

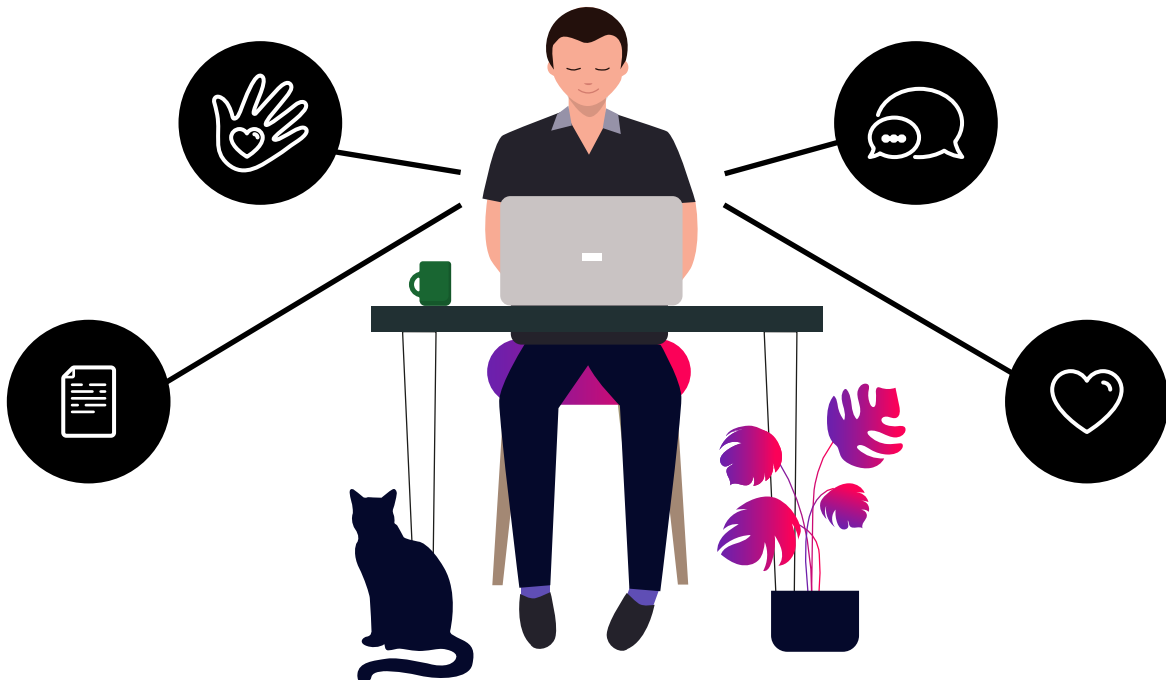
So, to address anxieties and deliver on a positive experience, there is a need to focus on communicating the impact of COVID-19 on your business and hiring process.





A great way to achieve this is to provide new candidates with a central hub that they can reference on an ongoing basis. This could be a landing page that includes important messaging about candidate concerns, all common FAQs in one spot and other important changes that candidates should know.

Leverage your social media channels to direct candidates to this central hub and/or include a link to this landing page right on the homepage of your career site. Make it easy for candidates to discover this content. The goal is to inform candidates so they feel a sense of calm when it comes to the status of their application — which will be strongly appreciated at a time when there are so many uncertainties elsewhere.





Onboarding

The Covid-19 pandemic has increased the need to entirely recreate the onboarding process and to get it right. Making a new joiner feel part of the company culture when they can't set foot in the office is a new and specific challenge. It is essential to reassure your inductees that they made the right choice in accepting your offer.

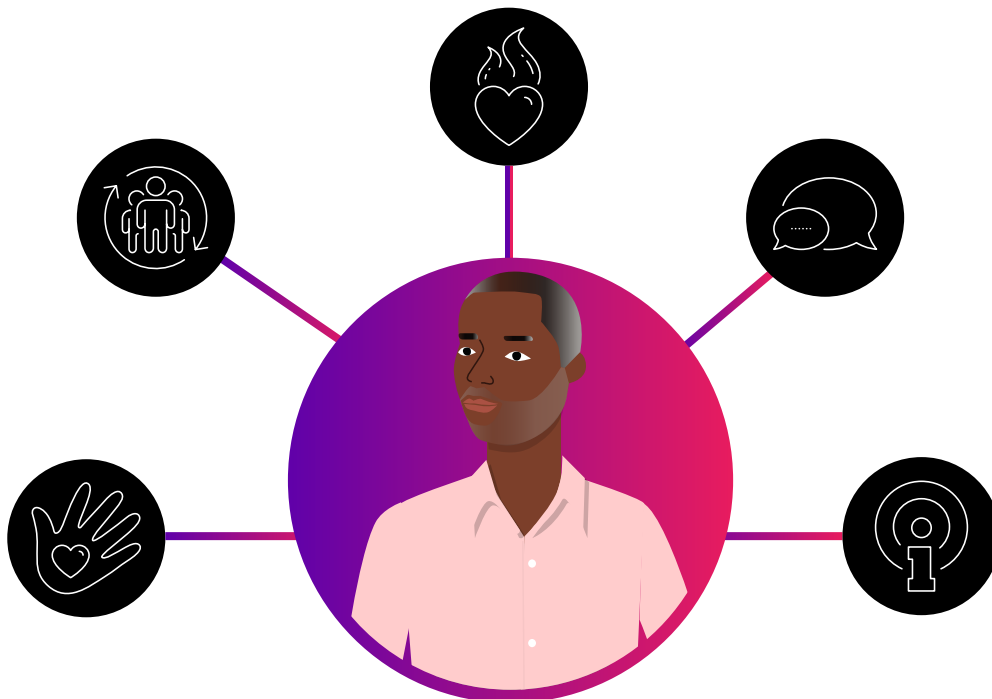




Instead of onboarding being a standard, whirlwind, one day induction, it should be an accumulating process designed to increase the employee's engagement and tailored to their needs.

Too often standard induction presentations have been left to individual business units whose approach could vary and who might lack a company-wide outlook.

Instead, create centralised consistent processes and points of contact so new recruits get a relevant and quality experience, with common messaging about the organisation's culture and history, complemented by customisation for their business unit.





Onboarding staff remotely requires far more empathy, far more patience and tailored virtual tools than have ever been required previously. New hires need goals and regular interaction with their manager, but this is harder to do in a virtual environment, so be sure that a plan is in place and that managers have the necessary support. Virtual meetups, such as online coffee breaks, or assigning a mentor or buddy within the company can all be effective ways to create a sense of belonging for remote workers.

Think creatively to make people welcome. *Glassdoor* sends branded gifts to all new hires starting remotely, in line with its standard onboarding process.

“All new starters were sent company ‘swag’ – a branded reusable water bottle, notepad, pen and branded rucksack – to help embed them into the company culture,”

JO CRESSWELL, HRO

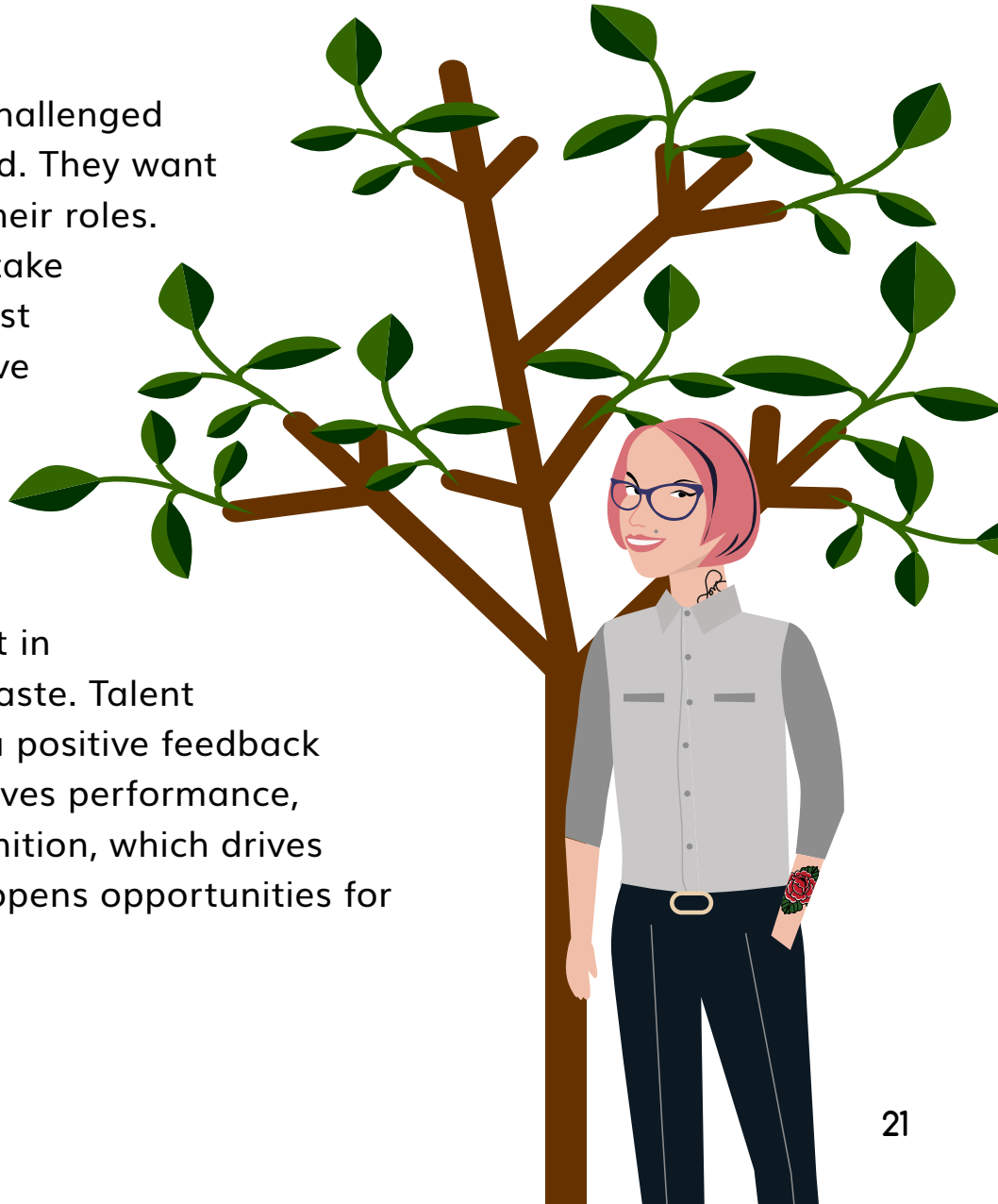
Learning, development and growth



Happy, satisfied and challenged employees stick around. They want to learn and grow in their roles.

Employees that undertake training within their first six months in a job have attrition rates of less than 1%.

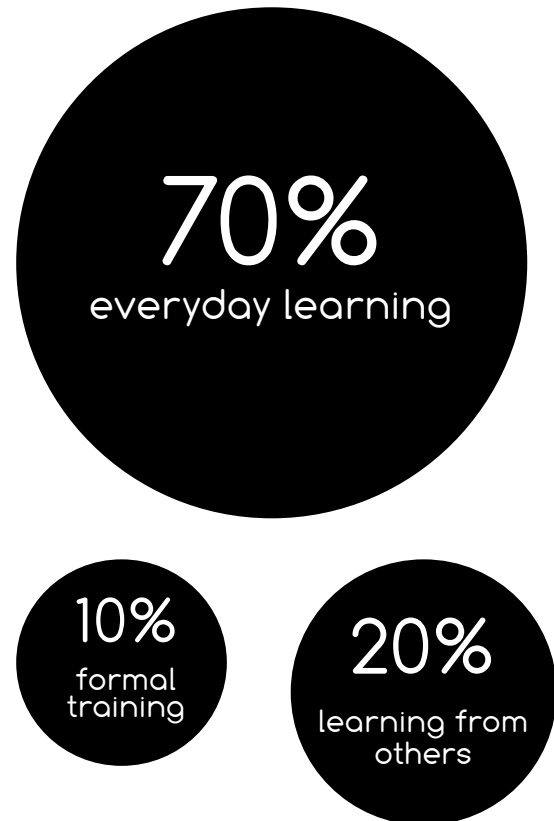
Creating a strong employee experience means that investment in staff does not go to waste. Talent development creates a positive feedback loop as learning improves performance, which increases recognition, which drives career growth, which opens opportunities for further learning.





Employees expect learning that is more personalised, both for their level of need and their role. They also expect to be able to access learning resources when and where they want. They expect new techniques, such as adaptive learning and 'gamified' approaches. Adaptive learning, which uses algorithms to analyse learners' performance and identify areas of weakness has been shown, in some studies, to drive a tenfold increase in retention.

Formal training, whether delivered by an instructor, by e-learning, or some other method, is what most people think of when they think of career development, but it accounts for only a minority of learning activity. A good digital learning experience for a modern organisation would be a 70/20/10 split between everyday learning, learning from others and formal training.





Productive working

Employee experience enablers

Organisations have embraced CX principles as essential to their competitive positioning. These include having a modular digital platform, multiple co-created experiences, digital enabled business process and a 360-degree view through analytics and intelligent insights.

Now is the time to turn these principles inwards to your employee experience, using the Microsoft ecosystem as a basis, to create new journeys for your people.

How do I create a unique recruitment experience that allows us to attract the best talent?



Recruiter

How do I build an effective onboarding experience in a remote first world?



HR

Onboarding is easy with MS Teams - you can create a highly personalised content and automate manual processes with MS Power Automate to significantly reduce new hires' time to productivity.

You can check in with employees and their state of health and wellbeing by using MS Workplace Analytics and employee surveys to assess current sentiment to drive informed decision making

MS Teams will create a talent community that proactively engages with both active and passive candidates

How can I enable cross functional innovation at scale?



Business Leader

MS Workplace Analytics and automating manual processes with MS Power Automate so your team spend more time on strategic, high value activities

How do I drive increased productivity across my team?

Create innovation hub in MS Teams that taps into the collective intelligence of your entire organisation and manages a rapid process from ideation to new product/service launch



CEO

How do I create a truly diverse and inclusive organisation that allows everyone to collaborate remotely?

Download the free Future Worx accessibility bot to leverage all of the accessibility features within MS Teams



Let us help you navigate through the journey towards excellent employee experience. Future Worx and Microsoft have a range of technology that will support and achieve your transformation goals.



Putting accessibility at the heart of employee experience

Diversity and inclusion are key to driving innovation and culture change. However, organisations often struggle to meet everyone's needs and minority groups can get left behind.

Challenges such as working from home, expansive digital toolsets and accessibility needs add to the complexity of enabling productive and equal workplaces. That's why Future Worx developed the **Accessibility Bot for Microsoft Teams**, allowing users with accessibility needs to stay productive in every work environment. Download the bot today, for free, to help you and your team use accessibility features throughout Microsoft software.



Does MS Teams have subtitles?

Live Captions allows you to view automatically created captions or subtitles of your meeting so you can read what people are saying on-screen.

To enable Live Captions during an online meeting:

- In the meeting control toolbar, click the 3 dots
- click Turn on live captions



[Download now](#)

How Future Worx can help



Future Worx has been successfully delivering workplace transformations for the last nine years. Our unique approach, **Excellerate**, has been developed with the above guidance in mind and is underpinned by four key principles:



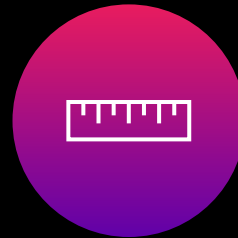
Lightweight

Flexible framework that can be applied to individual digital workplace challenges without being time and cost heavy



Human-centred

An employee experience developed with your people, not imposed on them. Enabling higher value realisation



Measured

KPIs and baseline performance measured, with regular quantification of improvements



Prove then scale

Value is proven through the execution of lighthouse projects aligned to a business case, and is scaled through your Centre of Excellence

Case studies



Visit our website at futureworx.io to see case studies from our clients.





What next?

Let's have a one hour conversation, about your EX challenges and to discuss what others in your industry are doing. This can be followed by a workshop with your teams and prototypes or proof of concepts to identify the most effective transformation plan.

Talk to us today

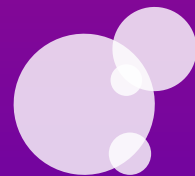
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