



Employee **Experience**

**Everything
you need to know...**



Introduction

EMPLOYEE EXPERIENCE is one of the most talked-about aspects of HR lately. Although the concept of employee experience originated from employee engagement, it covers a far broader spectrum.

The Employee Experience Index by IBM Smarter Workforce Institute and Workhuman defines employee experience as “a set of perceptions that employees have about their experiences at work in response to their interactions with the organization.”

Considering that these perceptions have a direct impact on the operations of an organization, it is safe to say that positive employee experience holds the key to an organization’s long-term success.

What is employee experience?

AS STATED BEFORE, employee experience encompasses all interactions and experiences that an employee has during their tenure at a particular organization. It includes everything:

- Hiring process
- Onboarding
- Work environment
- Culture
- Leadership
- Compensation & benefits
- Career growth opportunities

Employers, these days, are increasingly recognizing the importance of high engagement and emotional connection to attract and retain top talent. With an employee experience tool, you can not only build a strong employer brand but also attract top talent and create a competitive advantage in the marketplace. It will also help improve employee engagement and morale, leading to increased productivity and innovation.

To create a positive employee experience, employers need to prioritize employee needs and expectations. This involves creating a supportive and inclusive work environment, providing competitive compensation and benefits, offering opportunities for growth and development, and promoting work-life balance.

What is the **impact of positive** employee experience on your business



Lower turnover rates

- Positive employee experience can reduce turnover rates, as employees are more likely to stay with a company that values their needs and provides a positive work environment.
- Increased cost savings for the company, as recruiting and training new employees can be expensive.



Better candidate pool

- Companies that prioritize employee experience are likely to have a better reputation and be seen as desirable places to work.
- Larger pool of high-quality candidates when recruiting for open positions.



Improves collaboration

- When employees have positive experiences at work, they tend to be more engaged and motivated.
- Improved collaboration and teamwork, as employees are more willing to work together to achieve common goals.



Better management

- Positive employee experience can lead to better management, as managers who prioritize employee needs are more likely to be seen as effective and trustworthy leaders.
- Improved employee morale and better overall business performance.



Increases customer satisfaction

- When employees are happy and engaged, they are more likely to provide better customer service.
- This can lead to higher levels of customer satisfaction, as well as increased customer loyalty and repeat business.



What are the **Stages** of employee experience?

Pre-employment stage

The pre-employment stage refers to the period before a candidate is officially hired. During this stage, the candidate is likely to interact with the organization's brand, recruitment processes, and job descriptions. Employers need to ensure:

- Their recruitment processes are transparent & accurate.
- Their practices align with their brand values.
- Job descriptions are clear and comprehensive.
- Job ads reflect the organization's culture.

Onboarding stage

The onboarding stage refers to the process of integrating a new employee into the organization. Effective onboarding can help to reduce turnover and improve employee engagement. Employers should ensure:

- The onboarding process is well-structured, informative, and engaging.
- Employees learn about the company culture, policies, and procedures.
- Employees meet their colleagues and start building relationships.

Development stage

The development stage or employee life cycle refers to the period during which employees learn new skills and acquire knowledge relevant to their role. This stage can take various forms, including training, coaching, and mentoring. Employers should ensure:

- Their employees are equipped with the skills and knowledge they need to perform their roles effectively.
- They offer opportunities for professional development.
- The development programs are aligned with the employee's career goals and the organization's objectives.



Engagement stage

The engagement stage of employee lifecycle refers to the employee's overall experience during their tenure at the organization. Engaged employees are more likely to be productive, innovative, and committed to the organization's objectives. Employers can improve their employee engagement strategies by:

- Providing a supportive work environment.
- Promoting work-life balance.
- Recognizing and rewarding employee contributions.
- Fostering a sense of community.

Exit stage

The exit stage of employee engagement refers to the employee's departure from the organization. It is an essential stage of employee experience, as it can impact the employee's perception of the organization and their willingness to recommend it to others. Employers should ensure:

- The exit process is handled professionally.
- Exit interviews and employee engagement surveys are conducted.
- Their feedback is used to improve the employee experience for future employees.



aspects of Employee Experience?

EMPLOYEE EXPERIENCE is a holistic concept that encompasses various aspects of an employee's interaction with their organization. However, there are three fundamental aspects that employers should prioritize to create a positive employee experience for most employees.



Company culture

- Positive company culture impacts employee experience and affects employee satisfaction, engagement, and productivity.
- Employers should offer a supportive, inclusive, collaborative, and innovative work environment.
- Provide functional workspaces, promote work–life harmony, foster trust and respect, encourage open communication.
- Offer remote work and flexible schedules to improve job satisfaction.
- Create opportunities for employees to socialize and build relationships outside of work tasks.



Career growth opportunities

- Employees want to feel their work is meaningful and they are making progress toward their career goals.
- Provide opportunities for professional development, such as training, mentoring, coaching, and job shadowing.
- Offer clear career paths, performance feedback, and growth opportunities aligned with employees' interests and strengths.



Recognition and appreciation

- Recognize and reward employees' efforts and achievements regularly.
- Provide positive feedback, acknowledge successes publicly, offer incentives and bonuses, celebrate milestones.



Competitive compensation and benefits

- Ensure fair compensation and provide benefits such as health insurance, retirement plans, and paid time off.
- Attract and retain top talent, improve employee engagement.



Opportunities for employee feedback and involvement

- Provide opportunities for feedback and involvement, such as engagement surveys, suggestion boxes, or town hall meetings.
- Promote a sense of ownership and engagement among employees.
- Improve productivity and job satisfaction.





How to **design** your employee experience strategy

DESIGNING an employee experience strategy is essential for any organization that wants to create a positive workplace culture, attract and retain top talent, and drive business success. Here are some key steps to consider when designing your employee experience strategy:

Define your goals and objectives

- Defining your goals and objectives will help you align your employee experience strategy with your business goals and ensure that you are driving the outcomes you want.
- Identify the key areas where you want to see improvements, such as employee engagement, productivity, or retention, and use them to guide your strategy.



Conduct employee research

- Conducting employee research, such as surveys or focus groups discussions, will help you understand your employees' needs, preferences, and pain points.
- Use the insights you gather to identify the areas where you need to improve your employee experience and tailor your strategy to address these needs.



Map out your employee journey

- Mapping out your employee journey will help you identify the key touchpoints where you can have the biggest impact on employee experience.
- Identify the stages of the employee journey, such as recruitment, onboarding, performance management, and career development, and develop interventions that improve the employee experience at each stage.





Develop a communication plan

- A communication plan is essential to the success of your employee experience strategy. You need to ensure that all your employees are aware of the initiatives you are implementing and the benefits they can expect to receive.
- Develop a communication plan that outlines how you will communicate your employee experience strategy to your employees, what channels you will use, and how often you will communicate.



Implement initiatives to improve employee experience

- Based on your research and employee journey mapping, develop initiatives to improve the employee experience.
- Ensure that the initiatives are aligned with your overall goals and objectives, and keep employee experience at the forefront of your thinking when designing them.
- Some examples of initiatives that can improve the employee experience include training and development programs, flexible work arrangements, employee recognition and rewards programs, and wellness programs.



Measure and evaluate the impact of your initiatives

- Track metrics like employee engagement, turnover, or productivity.
- Measuring the impact of your initiatives to identify what's working well and what needs improvement.
- Make adjustments to your strategy.



Employee experience challenges in 2023

AS WE MOVE further into the year 2023, the workplace continues to undergo rapid changes and transformations, presenting new challenges for employee experience. Here are some of the key challenges that organizations may face in 2023 when it comes to employee experience:



Hybrid work arrangements



Mental health and well-being



Technology and automation



Diversity, equity, and inclusion



Skill development and training



Employee engagement and retention



Hybrid work arrangements

The rise of remote work and hybrid work arrangements presents a significant challenge for organizations when it comes to employee experience. With employees working from different locations and on different schedules, it can be challenging to maintain a sense of community and connection among employees. Organizations need to develop strategies to support remote and hybrid work arrangements, such as investing in employee engagement platforms like Auzmor Office or offering virtual team-building activities.

Mental health and well-being

Mental health and well-being is an essential aspect of employee experience. The ongoing pandemic, political instability, and other global events have led to increased stress and anxiety for many employees. Employers need to provide support for employees' mental health and well-being, such as offering counseling services, promoting work-life harmony, and providing resources for stress management.

Technology and automation

The increasing use of technology and automation in the workplace presents both opportunities and challenges for employee experience. While technology can improve efficiency and productivity, it can also lead to job displacement and increased stress for employees. Organizations need to strike a balance between using technology to improve processes while also supporting employees' needs and well-being.

Diversity, equity, and inclusion

Diversity, equity, and inclusion can significantly impact employee experience. Many organizations are working to create more diverse and inclusive workplaces, but there is still a long way to go. Organizations should promote diversity and inclusion, such as recruiting from diverse talent pools, offering training on unconscious bias, and creating a culture of respect and inclusion.

Skill development and training

As technology continues to transform the workplace, employees need to continually develop new skills to remain competitive. Organizations need to provide opportunities for skill development and training to support their employees' growth and development. This could include offering training programs, mentoring, or job rotations.

Employee engagement and retention

Employee engagement and retention is one of the most talked-about challenges of employee experience. With the competition for top talent increasing, organizations need to focus on creating a positive workplace culture that attracts and retains employees. This could include offering competitive compensation and benefits, recognizing and rewarding employees' contributions, and creating a culture of real-time feedback and growth.

How can an employee experience platform help?

1

Cross-functional support

- Develop a centralized and integrated structure by enabling employees across departments to effectively collaborate.
- Enlist proper communication tools to make inter-team/department communication easier.
- Ensure your employees have access to the right people and information.

2

Effective task management

- EX platforms like Auzmor Office allow you to replicate an on-the-job setup virtually anywhere.
- This makes it easier for the managers to oversee their team's progress, productivity, & performance.

3

Onboarding

- Create a standard structure that is replicated for all teams.
- Give them a content repository accessible on demand.
- Promote collaboration among teams and departments.



Establishing feedback loops

4

- Build virtual communication channels that enable your employees to readily receive feedback from their managers and peers.
- Allocate various objectives to the team members and review their performance within the portal itself.
- Ask for the manager's feedback, share reports, and even set up milestones/paths for themselves and their peers.

Engagement tracking

5

- Ensure that your employees are responding well to the efforts you are making for them.
- Track employee sentiment .
- Map employee journeys.
- Identify and analyze various engagement trends.

Learning and development

6

- Offer upskilling and reskilling opportunities to your employees.
- Strengthen your learning and development strategies.



At Auzmor, we are passionate about offering a holistic experience to not only our employees but yours too! Our employee experience platform - Auzmor Office is a comprehensive solution that comes packed with a plethora of features like social intranet, people hub, channels, analytics, and much more.

[Click here](#) to book a **FREE** 30-minute consultation with our experts!