

Cognizant

Employee Experience

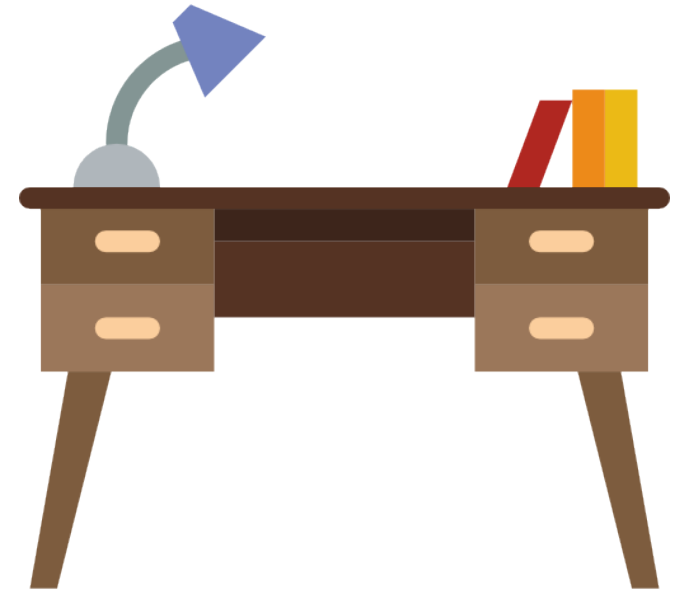




What is employee experience?



«The employee experience is the employee's holistic perception of the relationship with their employing organization derived from all the encounters at touchpoints along the employee's journey.»



How is it different from employee engagement?



Companies with high work engagement have a workforce that is eager to work and has the ability to successfully do their jobs.



Companies with a great employee experience provide a streamlined work environment for their employees. Those companies are very good at enabling employees to do their work and – through this – push the company forward.



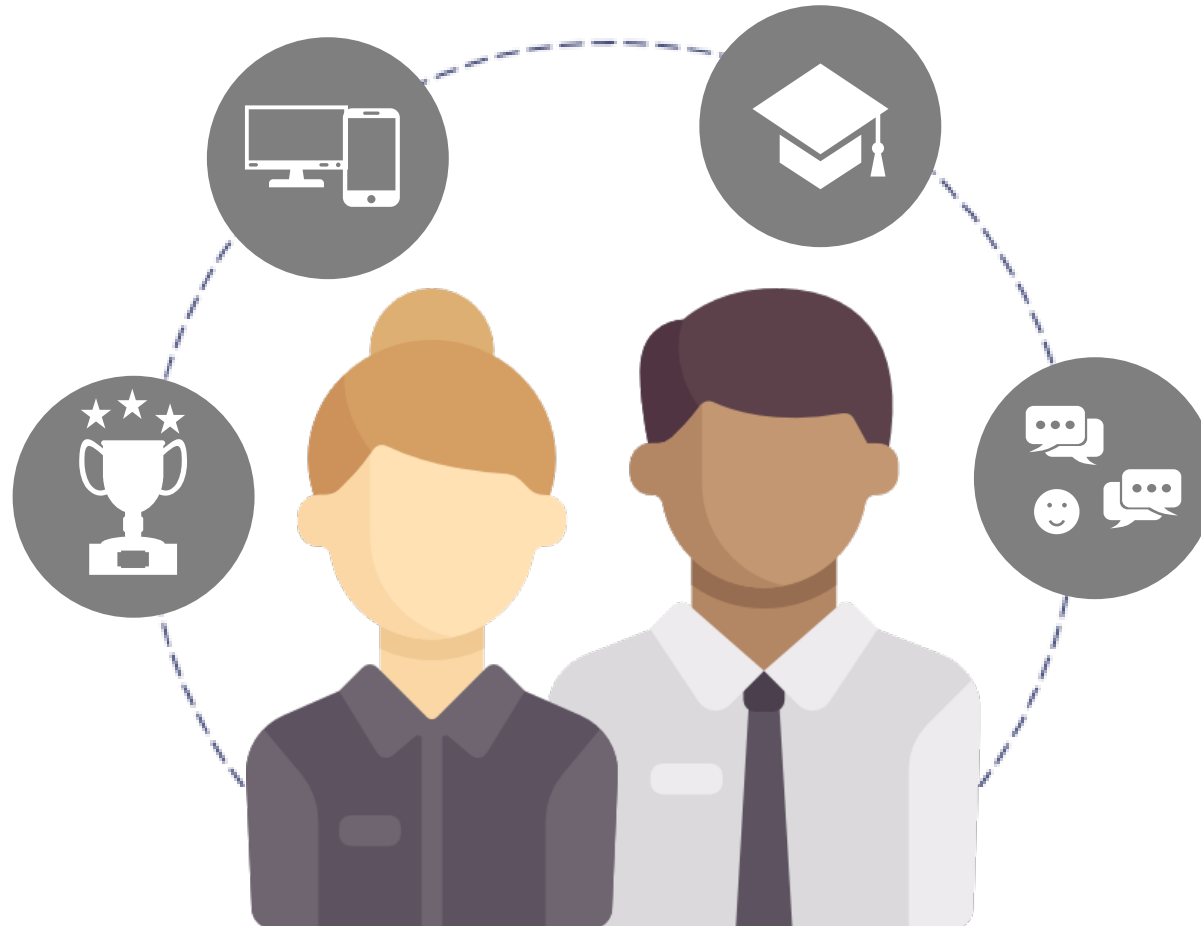
Evolution of Employee Experience

In the early 20th century, the priority was making employees more efficient at creating goods and performing services. Focus shifted towards terms like morale, satisfaction, and commitment as more understandings of the human workforce developed throughout the later 20th century.



So, how to create experience?

In order to turn work into a true experience, companies have to appeal to employees' physical, intellectual, emotional, and aspirational wants and needs.



But, what type of employee experience matter most?

The byproduct of the design of 3 primary areas: the **Procedural Employee Experience**, the **Textural Employee Experience**, and the **Emotional Employee Experience**.



The 3 primary areas of employee experience



The Work area

The experience of the actual work we do. It encompasses how the work itself is structured, as well as the structure of the systems and processes employees participate in to fulfill their roles and responsibilities.



The Physical area

This domain is all about the texture of our work environment. In other words, the literal and figurative places where we do our work.

Physical

Cultural

Technological

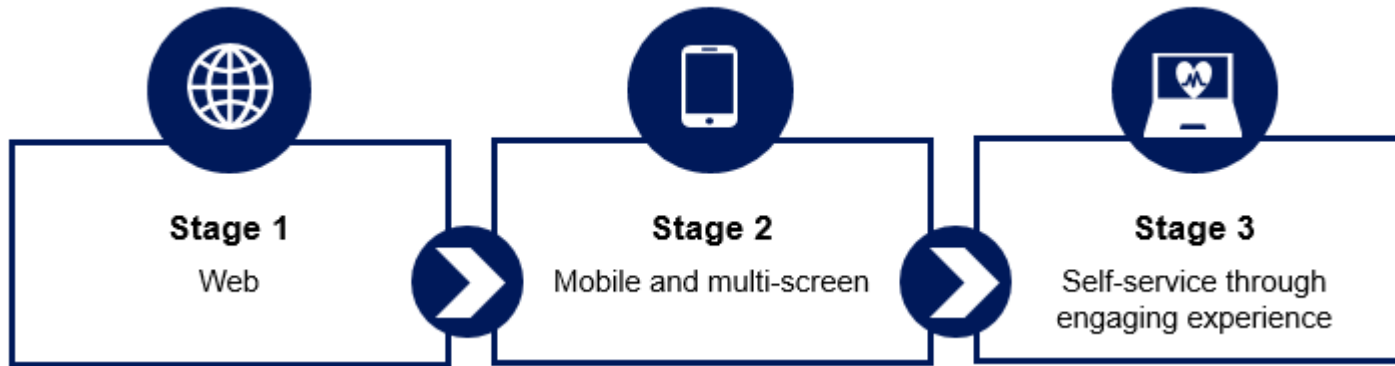


The Social area

The Emotional Employee Experience focuses on how employees think about the company, how they interact with peers and leaders, and how they understand and navigate their work environment.

What is the challenge?

There has been a noticeable shift from simply getting a site or app live to addressing real customer needs and evolving the plan to enhance the experience through personalization and sound technical architectural planning.



50%

Engaged employees post messages, pictures and videos about employers on social media

33%

Engaged employees have shared unsolicited praise or positive comments

24%

Engaged employees are more likely to help boost sales than uninvolved employees

Research shows that companies that invest in their employee experience, outperform their competitors that don't. Not only do they grow 1.5x faster, pay better, and produce more than double the revenue, they are also 4 times more profitable!

A unified approach to user experience and technical architecture

Today more than ever, customers are demanding their needs are met in the context they choose - at the right time, in the right channel on the right device – both internally and externally



From «process developer» to «experience architect»

Design thinking casts HR in a new role. It transforms HR from a «process developer» to an «experience architect»

Evolving from...

Traditional «inside-out» approach
Focusing on how HR compares to best practice

Silo-ed view of people, process, and technology through functional improvements

Moving towards...

Customer centric «outside-in» approach
Moulding HR based on needs of its customers

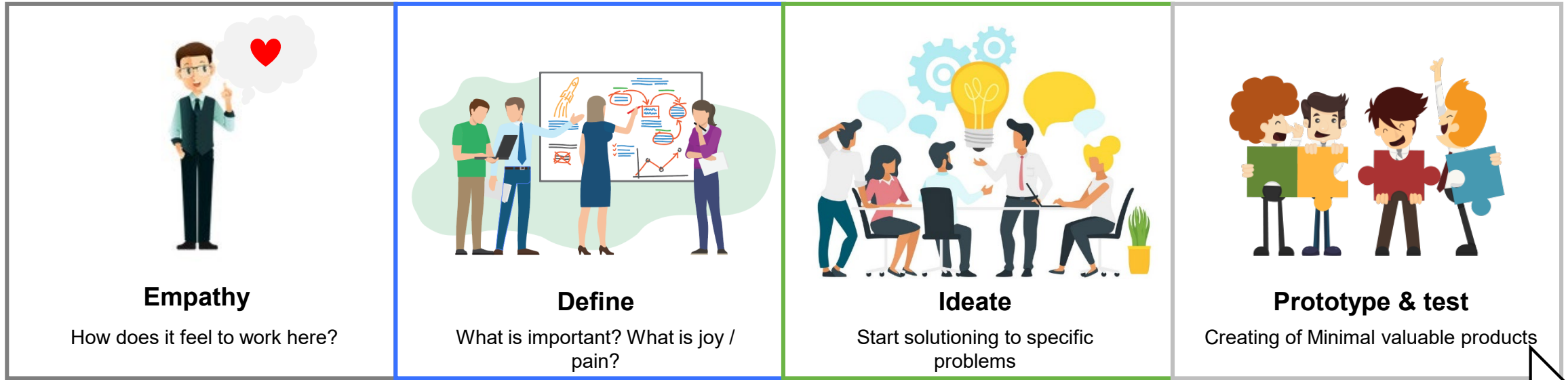
Holistic view of people, process, and technology rooted in HR customer experience

Eksempel



Empathy is the key to design thinking and EX

Agile becomes the new «normal»



Explore how people experience work and analyze multiple data points

Create empathy maps & personas, listen for & understand emotions & drivers

Map as-is journey with touchpoints, MTMs, the user problems to be solved etc.

Crowdsource bold ideas for ideal employee journeys, organise agile teams around journeys, Moments that Matters

Rapidly prototype & test new WOW moments that matters & new ways of working in multifunctional agile teams

Closing thoughts

- Digital disruption requires a disciplined approach to achieve results.
- Problems are defined by those closest to the source (insight-out approach).
- A unified approach of user experience and technical architecture is needed
- The pace of innovation and competition will lead to more personalized interactions.
- The employee experience offers a new perspective on how we manage people.



Study

Study who, what, where, when & why of behavior



Co-create

Co-create with end-users what works



Continuously test and improve

Develop and test prototypes



Develop

Build new strategies and ways of working based on your insight.



Strategies

Takk for meg!



Vil du vite mer? Ta gjerne kontakt med meg på mail.

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