

WHITE PAPER

Crafting An Employee Experience Strategy: The Roadmap to Employee Happiness

For the Frontline Workforce





In today's world, the **Employee Experience** has ascended to unprecedented importance. Employers now understand far more than they did a decade ago, the significance of nurturing a positive and engaging work environment. This is especially true for our **frontline employees - the heart and pulse of businesses**. As our workplaces evolve, so does our recognition that our most valuable assets are the people who stand at the forefront, representing our values and delivering our promises to customers.



Patrick van der Mijl, CEO & Founder at Speakap



Ever wondered what your employees really think about their work experience? Their employee experience (EX) encompasses everything from company culture and work environment to the tools they use and how they feel valued. That's where an EX strategy comes in. It's your action plan for improving how employees feel across all aspects of their work journey. Think of it as a roadmap to employee happiness and satisfaction.

Why is this important? Because happy employees are productive employees. In fact, 47% of HR leaders named employee experience a top priority, highlighting its growing importance.

Just having an EX strategy in place sends a powerful message:
your organization cares.

So, the question is: how do we create a positive employee experience that benefits both our frontline heroes and our organizations?

Let's break it down.



In this white paper, you will read about:

Chapter 1. The rise of a new frontline employee experience model

Chapter 2. Creating a successful employee experience strategy

Chapter 3. Challenges you might face when building an employee experience strategy

Chapter 4. A modern approach to EX: Employee experience platforms

Case Study: How LEGOLAND® improved employee experience with Speakap



Chapter 1.

The rise of a new frontline employee experience model

The shifting work landscape.

Today's workforce is more mobile and dispersed, with employees seeking greater flexibility and autonomy. As a result, companies need to be able to provide versatile tools and platforms that can support employees regardless of their location.

A new era of the digital workplace is here to stay.

According to a Harvard Business Review survey - 86% of the respondents say that frontline workers need better technology, while 46% of frontline employees believe their organization does not invest enough in communication technology. Employees now expect access to tools and technologies that are intuitive and user-friendly, similar to what they experience in their personal lives. This means that companies need to invest in digital solutions that are engaging and easy to use, enhancing the overall employee experience.

Ever-growing importance of employee engagement.

In organizations worldwide, 77% of the workforce remains disengaged, which poses a substantial threat to productivity, profitability, and overall success.

The need to ensure employee well-being.

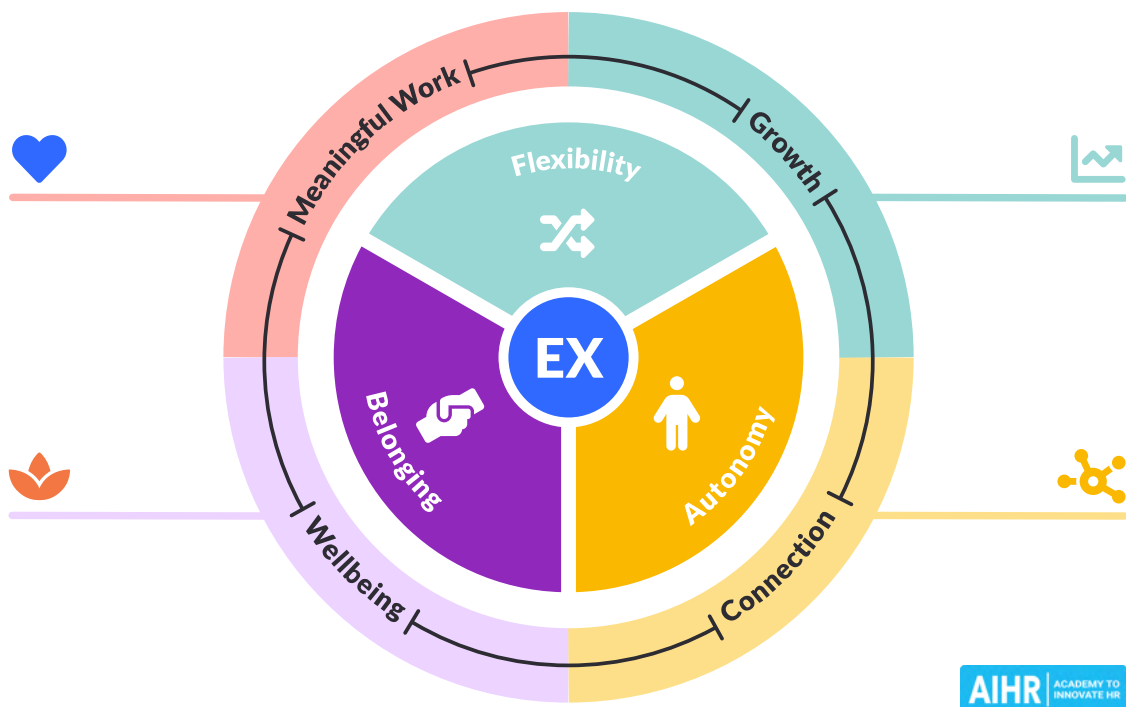
Workplace stress stands out as one of the primary factors that adversely affect individuals' mental well-being, with up to 83% of employees in the US suffering from work-related stress.



The result?

A new frontline employee experience model

In response to these trends, it is clear that the approach to employee experience especially for frontline employees demands urgent attention. Thus, the emergence of a new, more modern model of frontline employee experience at the core of which are three principles: **autonomy, flexibility,** and a **sense of belonging**.



These principles are central to crafting a frontline employee experience that aligns with the organization's objectives and caters to the specific needs of its workforce. Ultimately leading to a well-designed frontline employee experience.

Chapter 2.

Creating a successful employee experience strategy

Step 1.

Gather feedback from your leaders, stakeholders, and most importantly, your employees

Gathering feedback from your leaders, stakeholders, and employees is the first crucial step in creating a successful employee experience (EX) strategy. It's like laying the foundation for your house - you wouldn't start building without understanding the soil conditions and what kind of structure will work best on that specific site.

Here are some ways to gather feedback from each group:

- **Leaders:** Conduct one-on-one interviews or leadership roundtables to discuss their vision for the employee experience and their expectations for its impact on the organization.
- **Stakeholders:** Include questions about employee experience in investor surveys or conduct focus groups with key partners.
- **Employees:** Utilize employee surveys, pulse surveys, and focus groups to gather anonymous and confidential feedback. You can also encourage open communication through town halls, open-door policies, and suggestion boxes.

Step 2.

Build the foundation for a positive EX

A positive employee experience doesn't happen by chance. It requires a strong foundation built on three key elements:

- **Supportive leadership:** Effective leaders for frontline teams are **visible, approachable**, and **empowering**. They create a trustworthy environment where everyone feels comfortable asking questions and taking initiative. Now that's a leadership style we can all get behind!
- **Positive work environment:** This means fostering a safe, respectful, and inclusive workplace. This is achieved through clear anti-discrimination policies, effective conflict resolution processes, and a commitment to diversity and inclusion. Think clear guidelines, fair treatment, and a commitment to celebrating diversity.
- **Meaningful work:** Don't just give your frontline employees tasks; give them **purpose**. Design roles with growth opportunities, such as job rotation or cross-training, and provide them with the information and resources they need to feel like their work makes a difference.

These foundational elements set the stage for a positive employee experience, but they're not the whole story. Let's explore the key pillars that can further enhance that experience.



Step 3.

Build upon the foundation: key pillars for a thriving workforce

Having a solid foundation is awesome, but to create an employee experience that rocks, we need to build on it with some key pillars. Think of them as the secret ingredients that take your workplace from good to "I love working here!"

Wellbeing: This means caring for your employees' whole selves, not just their work output.

- **Physically:** Think healthy snacks, comfy workstations, and maybe even an on-site gym.
- **Mentally and emotionally:** Provide resources like stress management workshops and access to mental health professionals.
- **Financially:** Offer **competitive pay, financial literacy programs**, and benefits that help them feel secure (like **retirement plans**).

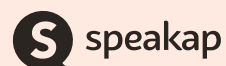
CASE STUDY

Kalahari Resorts is a shining example of putting employee well-being first.

They use a cool app called MyKalahari to:

- **Get everyone pumped about wellness:** It encourages participation in activities for physical, mental, and financial well-being.
- **Boost communication:** Even frontline workers who might not always be glued to their desks can stay connected and engaged.
- **Offer all-around support:** The app provides resources and support right at their fingertips.

[Read the full case study here](#)



Training and Development: Because learning never stops, especially at work!

- **On-the-job training:** Help your team master their craft and pick up new skills.
- **Mentorship programs:** Pair seasoned pros with newbies for guidance and support.
- **Microlearning modules:** Bite-sized chunks of knowledge that are easy to fit into busy schedules.

Compensation and Benefits: Show your employees you value them with competitive pay and awesome benefits.

- **Tailor them to your team's needs:** Think childcare assistance, transportation options, or financial wellness programs.

Work-Life Balance: Because everyone needs time to recharge and do the things they love.

Maintaining work-life balance boosts employee wellbeing, engagement, productivity, and retention. To encourage this:

- Offer flexible scheduling options, compressed workweeks, and generous paid time off.
- Support your team in taking time for themselves and their families.

Read more: 7 Strategies for Cultivating and Sustaining Well-being & Work-Life Balance in Your Team



Recognition and Appreciation: A simple "thank you" goes a long way.

Employee recognition is not just a feel-good practice; it has tangible benefits for both employees and organizations. When employees are recognized for their hard work and contributions, it boosts their self-esteem and motivates them to continue performing at their best. A simple "good job" or a nod of appreciation can go a long way.

- Implement programs like peer-to-peer recognition, employee of the month awards, or even bonus structures.
- Let your team know their contributions are valued!

Open Communication: Because clear and open communication is key to a happy team.

- Have regular team meetings, conduct employee surveys, and keep an open-door policy.
- Create a space where everyone feels comfortable sharing their ideas and concerns.



Step 4.

Integrate the six touchpoints of EX journey

The six phases of the employee experience (Recruit & Hire, Onboarding, Day-to-Day Communication, Day-to-Day Productivity & Admin, Employee Learning and Development, Offboarding and Exit Interviews) are the building blocks upon which a successful EX strategy is built. Understanding and addressing each phase will help you craft a positive experience for your employees, from the moment they first encounter your company to the day they leave.



Here's how each phase contributes to a strong EX strategy:

- 1 Recruit & Hire:** The employee journey starts before an employee is even hired, with the very first interaction they have with your organization. The different touchpoints of this stage include seeing your ads, reading on your career site, researching your company on employer review sites, and talking to your recruiters.

- 2 **Onboarding:** 69% of employees will stick with a company for more than 3 years if provided a great employee onboarding experience. This is a crucial part of the employee journey and it will not only determine how your employee feels about their new job but also how quickly they can get up-to-speed and start contributing. The more efficient your onboarding journey is, the shorter the time-to-value of each hire will be.
- 3 **Day-to-day Communication:** Maintaining regular and clear communication at all times between frontline employees and the rest of the business.
- 4 **Day-to-day Productivity & Admin:** 97% of workers say communication impacts their task efficiency on a daily basis. Focusing on daily tasks and administrative responsibilities to ensure efficient operation and productivity.
- 5 **Employee learning and development:** This is the step in the journey where the employee is most productive. They know the organization, how to perform the daily operations, and are well accustomed to the company culture. Following Maslow's hierarchy of needs, this is also where employees want to grow and develop as human beings to feel satisfied.
- 6 **Offboarding and exit interviews:** 66% of employees who had a positive offboarding experience are more likely to refer others to their former employer. When employees get to this step, be ready and use it to get better and understand why an employee is leaving. One example of this is to conduct exit interviews with the employee to understand why they are leaving, and what they could have done to prevent it.



Step 5.

Measure the effectiveness of an employee experience strategy

Just like any good recipe, an EX strategy requires constant monitoring and adjustments to ensure it's delivering the desired results. This is where measuring the effectiveness of your strategy comes in. It allows you to understand what's working well, identify areas for improvement, and ultimately refine your approach to continuously enhance the employee experience.

Here are some key aspects to consider when measuring your EX strategy:

- 1 **Define your metrics:** What are the specific aspects of the employee experience you want to measure? This could include:
 - **Employee engagement:** Surveys, pulse surveys, focus groups, and absenteeism rates.
 - **Employee satisfaction:** Surveys, stay interviews, and net promoter score (NPS).
 - **Productivity:** Output, efficiency measures, and customer satisfaction.
 - **Retention:** Turnover rates, time-to-hire, and cost-per-hire.
 - **Culture:** Employee surveys, focus groups, and sentiment analysis of internal communication channels.

- 2 **Gather data:** Utilize various data collection methods to gather information on your chosen metrics. This could involve:
 - > **Formal surveys and questionnaires**
 - > **Exit interviews**
 - > **Performance reviews**
 - > **Focus groups**
 - > **People analytics tools**
- 3 **Analyze and interpret data:** Once you have your data, use it to gain insights and identify trends. Look for correlations between the various metrics and your EX initiatives.
- 4 **Take action:** Based on your analysis, identify areas for improvement and implement changes to your EX strategy. Regularly communicate these changes and their rationale to your employees to maintain transparency and trust.
- 5 **Continuously monitor and adapt:** Remember, EX is an ongoing process. Regularly revisit your metrics, gather feedback, and adjust your strategy as needed. By staying nimble and responsive to employee needs, you can ensure your EX strategy remains effective in fostering a **thriving and engaged workforce**.

This way you can **move beyond assumptions and into a data-driven approach**. As a result **demonstrating the return on investment (ROI) of your efforts** and **making informed decisions** that contribute to a **positive and productive work environment** for your employees and the success of your organization.



Chapter 3.

Challenges you might face when building an employee experience strategy

Crafting a successful employee experience (EX) strategy is an ambitious yet rewarding endeavor. However, the road to an engaged and thriving workforce isn't always smooth. Organizations navigating this path often encounter several challenges, here are the 5 most common ones:

- 1 Lack of clear vision and alignment:** Without a well-defined vision and alignment across different departments (HR, leadership, etc.), EX initiatives can become fragmented and lose their impact.
- 2 Gathering and utilizing employee feedback:** Effectively gathering and acting on employee feedback is crucial for understanding their needs and tailoring the EX strategy accordingly. This can be challenging due to factors like low response rates or difficulty translating feedback into actionable insights.
- 3 Measuring the impact of EX initiatives:** Determining the tangible benefits of EX programs can be difficult, as the impact often manifests through intangible factors like employee engagement and morale. This can make it challenging to justify resource allocation and secure continued support for EX initiatives.



4 Integration with existing systems and processes:

Implementing new EX tools and programs needs to be done seamlessly to avoid disrupting existing workflows and frustrating employees. Integrating them with existing systems can be a complex and time-consuming process.

5 Maintaining momentum and long-term commitment:

Building a positive EX is a continuous journey, not a one-time event. **Maintaining organizational commitment and sustaining momentum** over the long term can be challenging due to competing priorities and potential leadership changes.



Chapter 4.

A modern approach to EX: Employee experience platforms

To meet the demands of this evolving landscape and reap the many benefits good EX can bring, organizations are embracing **Employee Experience Platforms (EXPs)**. Now, there are 6 main reasons why:

- 1 **Mobile accessibility:** EXPs are typically designed with mobile access in mind, allowing frontline employees to access vital information, collaborate, and provide feedback on the go.
- 2 **Personalized experience:** EXPs can tailor content and experiences to individual employees, making the interaction more relevant and engaging.
- 3 **Real-time vs asynchronous communication:** These platforms enable efficient communication between management and frontline staff, whether it be real-time or asynchronous, fostering a sense of belonging and teamwork.
- 4 **Feedback and recognition:** EXPs facilitate real-time feedback and recognition, which can boost employee morale and motivation.



- 5 **Training and development:** With EXPs, employees can access training resources and track their own development, empowering them to grow within the organization.
- 6 **Self-service tools:** Offering self-service options reduces administrative tasks for frontline employees, enabling them to focus on their core responsibilities.

CASE STUDY

How LEGOLAND® improved employee experience with Speakap

Challenge: LEGOLAND® employees, spread across the park and hotels, desired **faster and more engaging information sharing**. Traditional email and intranet solutions fell short. Additionally, they needed seamless integration with Kazoo HR for easy access to recognition and rewards programs.

Solution: LEGOLAND® implemented **Speakap**, an employee experience platform, available on web, iPhone, and Android.

Speakap's features improved EX by facilitating:

- **Real-time information sharing:** Instant updates reached all employees across different teams, keeping everyone informed and aligned.
- **Improved communication:** Interactive features like chat and groups fostered communication and collaboration among employees.
- **Recognition & appreciation:** Integration with Kazoo HR allowed for recognition and reward program access within Speakap, boosting employee morale and engagement.



Employee experience platform your employees will love

Speakap empowers your frontline and in-office workforce to communicate freely through a mobile app. Improve communication, facilitate better onboarding and learning experiences. Enable easy task management. Take meaningful action on employee feedback to improve productivity, coordination, and engagement.



Employee satisfaction



Employee productivity



Employee retention



Adoption rate

Curious to see how it can work for you?

Schedule a demo



www.speakap.com

