

6 Phases of Frontline Employee Experience Journey

Phase 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.

Phase 3



Day-to-day Communication

Maintaining regular and clear communication at all times between frontline employees and the rest of the business.

Phase 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.

Phase 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.

Phase 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.

Phase 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.