

Ultimate guide

SOLVING EMPLOYEE ENGAGEMENT CRISIS



*in-depth look
at employee
experience*



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1. What is employee experience (EX)?

Employee's experience at an organization consists of everything they encounter and observe during their tenure.

Companies invest in customer experience. As organizations recognize people as their greatest assets, they invest in the employee experience as well.

With unprecedented changes in our economy, society, and businesses, how employees experience work has become increasingly important.

However, research from Deloitte shows that only 9% of business leaders are very prepared to navigate disruptions, transformations, and economic uncertainty¹.

As employee experience becomes more prevalent, we're even seeing the emergence of entire roles and departments dedicated to it. In our opinion, understanding and prioritizing employee experience, including its relationships with performance and engagement, is more important than ever.

When organizations get employee experience right, they can achieve twice the customer satisfaction and innovation, and generate 25% higher profits². After the world was hit by COVID-19 everything changed. An international survey conducted by Willis Towers Watson in 2021 shows clearly these changes.

before pandemic

52%

rated EX³ as important

in 2021

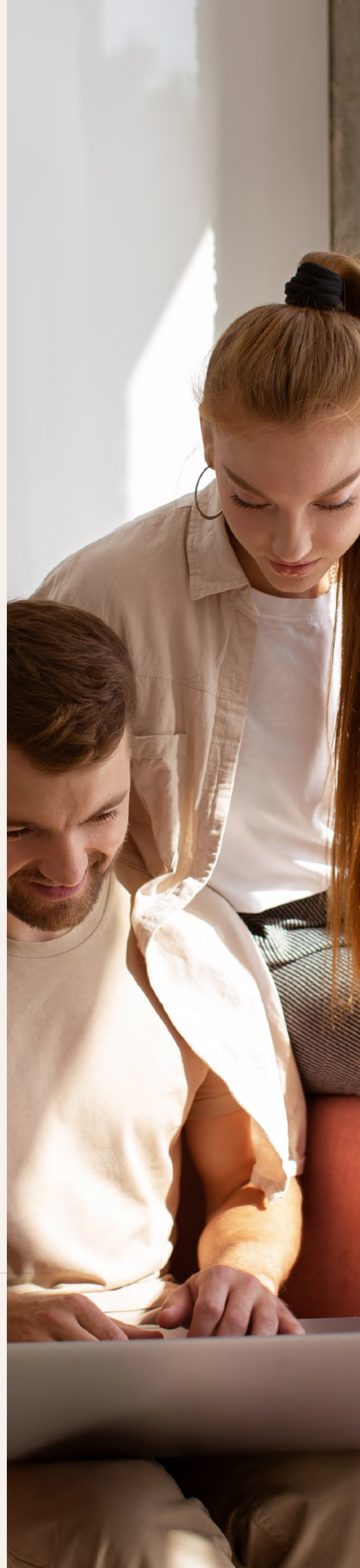
92%

of employers planned to enhance their EX

1. Verasai, A. (2021). Employee Experience: How to influence and win over workers. [online] The HR Digest. Available at: <https://www.thehrdigest.com/employee-experience-how-to-influence-and-win-over-workers>.

2. www.avanade.com. (n.d.). MIT CISR Workplace Experience Research | Avanade US. [online] Available at: <https://www.avanade.com/en-us/thinking/workplace-experience/mit-cisr-research>.

3. Employee experience - (EX)



Employers weren't the only ones who understood the importance of protecting themselves during the COVID-19 pandemic. Moreover, employees have become more aware of what matters to them.

Our guide will show you how a strong employee experience impacts everything from recruitment to profitability. In addition, we'll explore some key milestones of the employee experience and share some helpful tips.

EX it's not



Perks and benefits. Not at all.

Most companies mistakenly believe that offering free snacks and beer on Fridays is a positive employee experience.

That's not culture.

Employee experience and culture are two different things, although culture certainly affects it.



Culture is a combination of values and behavior. Basically, it is what employees do when no one is watching. It's the vibe or energy of the place. A positive culture makes for an amazing employee experience, no doubt; a toxic culture drains and demoralizes.

Employee engagement isn't the same thing.



**Employee
engagement
is a result.**

True engagement comes from within the employee, but the company also plays a role. In order to engage employees, there must be emotions, commitment, passion, sense of ownership, etc. and what the organization does (mission, purpose, brand promise, employee experience, etc.) to facilitate and enhance those emotions or commitments on the part of the employee.

Benefits of high employee engagement for companies:



Reduction in absenteeism



Increase productivity



Better employee safety



Healthier employees



Lower employee turnover



More effective leadership



Higher growth



Better customer satisfaction



Better network



Builds morale



Boosts employee positivity



Stimulates innovation and creativity



Encouraging advocacy



Increases retention rates



Contributes to a happier home life



Leads to mutual respect



Lower risk of burnout



Makes employees loyal



Improved collaboration



Encourages employees to take personal responsibility

In any organization, employee satisfaction is extremely important. Having happy employees is an asset to any organization. Their enthusiasm for their workplace will make them advocates for the company.

Engagement leads to positive mental health and energizes people. More of them help new hires get acclimated at work (without being asked). Engaged people also work in a state of flow; time passes, and they get absorbed in their work.

Key Takeaways: Engagement vs. Experience

It may seem that employee experience and engagement are similar, but they are not.

The key difference between employee experience and engagement is the employee "input" on which they are based.

"Experience" is based on information about how employees feel about their work and what they see and hear - evidenced by employee engagement surveys.

Employee empowerment involves listening to employees, considering their perspectives, beliefs, and feelings as part of the employee experience.

Engaged employees are emotionally committed to their work, the company, and its goals.



2. Why is employee experience management important?

Employee experience management is crucial because it directly affects employee engagement and productivity. So, a positive employee experience increases employee satisfaction, motivation, and organizational commitment. In turn, this can result in lower turnover rates, improved customer satisfaction, and increased profits for the company.

Furthermore, in today's competitive job market, employee experience has become a key factor in attracting and retaining top talent. Companies that prioritize employee experience are more likely to attract and retain top performers, and are better positioned to grow and succeed in the long term.

What is a positive employee experience?

What are the factors that could influence a positive employee experience?

→ Company culture

→ Collaboration

→ Trust

→ A deep sense of belonging

→ Open communication

→ Psychologically safe workplace

→ Learning, growth, and development opportunities

→ Total rewards (compensation, benefits, perks)

→ A deep feeling of connection, purpose, and meaning



3. What is the difference between employee engagement & experience?

Employee engagement is measured through surveys. The goal is to engage employees, and the means is to provide excellent employee experiences.

- A great employee experience considers employee engagement at all touchpoints during their career.
- Employee experience refers to the employee's perception of the organization. As a result, internal decisions can be made based on employee perceptions.
- CEOs and managers must understand what employees are going through.

Employee experience milestones

In this section, we'll cover three important stages of employee's lifecycle and explain how surveys can be utilized at each stage (you can also find additional steps in the attached infographic).

We'll now explore the key milestones that determine the employee experience. It ensures that your organization collects enough data to capture the big picture of employee experience.



1. Recruitment / Attraction

In this stage, you can introduce your company culture and establish trust with a potential hire. You can also use the candidate experience to ensure that people become advocates for your organization - regardless of whether or not they join. Your organization can benefit significantly from getting feedback at this stage and improving the application and hiring process.

The best way to use surveys at this point is as follows: Talking to both candidates who were offered roles and those who weren't means capturing the candidate experience. Depending on your hiring process, the exact nature of your candidate survey will vary. However, the questions you ask should generally address the application process, interview content, demeanor of the individuals they encountered, and response time.

[Check out the survey →](#)



2. Onboarding

Onboarding programs play an important role in onboarding new hires, since they can have a significant impact on their tenure. It begins as soon as a new hire accepts your offer and continues for the first few weeks, months, and even a year after they start working for you. Feedback at this stage not only improves the onboarding process but also identifies any training gaps or inconsistencies.

Here are some tips for using surveys at this milestone: Well-designed onboarding survey can provide a systematic way to keep new employees up-to-date with all they have going on when they join your company. As a result, you can also use this information to improve this stage of the employee experience moving forward.

[Check out the survey →](#)

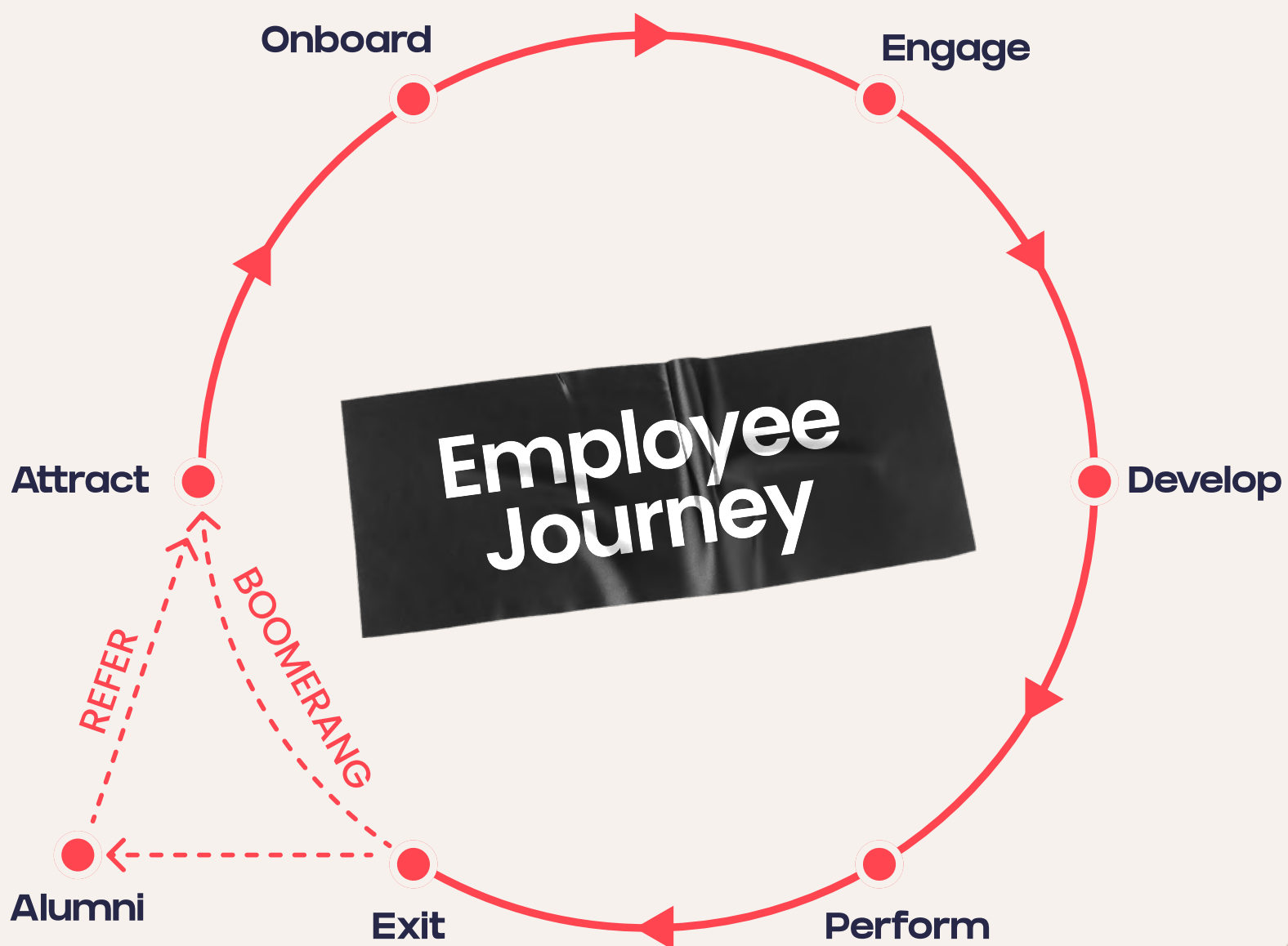


3. Exit

The majority of employees in organization will leave eventually, even with your best efforts. Even when employees are on their way out, staying engaged with them is more important than ever.

By understanding the reasons behind an employee's decision, you can reduce turnover in the future and demonstrate that their feedback is valued with an exit survey.

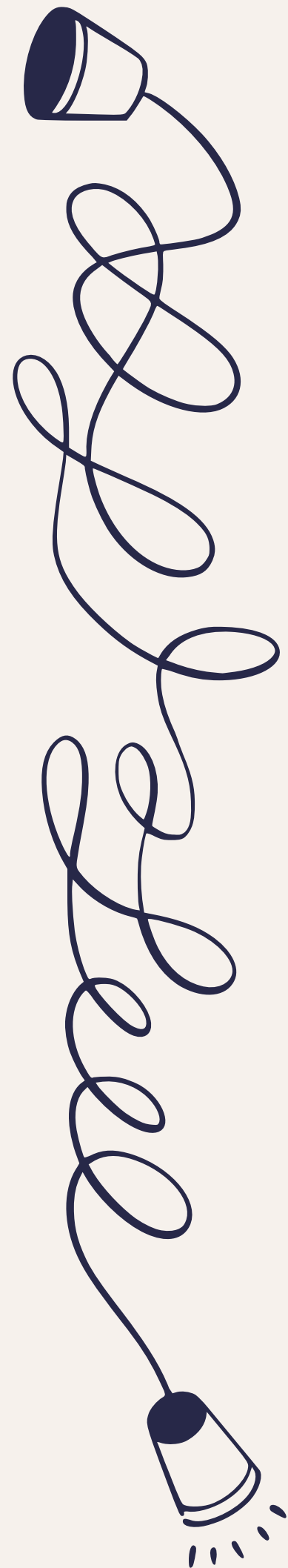
[Check out the survey →](#)



4. How to design a better employee experience

Now it's time to design your strategy. You can get started by following these five steps.

- 1. Get employee feedback.** Starting from a point of reference is the first step. Asking for feedback is essential for this. Check in with your organization's contributors and managers. Analyze employee sentiment and identify areas of improvement for your organization.
- 2. Make employee experience a part of your company's culture.** A company's EX needs to be at the core of its identity. This requires embedding it into your company culture. Make sure all company touchpoints are considered. What is the role of EX? Can your culture be enhanced by adding elements of EX?
- 3. Find out what the problem is.** The majority of organizations have them. After assessing your current EX, it is important to look inward. Decide which areas are most important. Select the items that will have the greatest impact. This information can be used to develop a strategy to maximize your opportunities.
- 4. Reflect employee individuality.** EX is not a one-size-fits-all solution. Multigenerational, multicultural, diverse, and unique is our global workforce. Your organization's EX must cater to the unique needs of every individual. Ensure that your strategy fosters a sense of belonging for all members of your workforce, not just a few.
- 5. Make moments matter.** In this post-pandemic era, it can be easier to lose sight of impactful moments. A manager's influence on an employee's overall experience is the greatest factor. Make meaningful moments from employee feedback. Employees will feel a sense of belonging, purpose, and impact when they experience moments that matter.



5. Employee feedback: why is it important?



Employee feedback is essential for several reasons:

- Improves ongoing development processes.
- Helps identify and remove obstacles to achieving goals and objectives.
- Improves relationships between managers and employees, as well as peer-to-peer feedback
- Supports employees in their roles

Employee engagement is positively impacted by all these benefits.



Employee feedback is key to an organization's success.

There are a few HR metrics you can track that can be broken down into categories. These categories include:

- Hiring and onboarding
- Diversity and inclusion
- Performance and productivity
- Employee wellbeing and engagement
- Employee retention



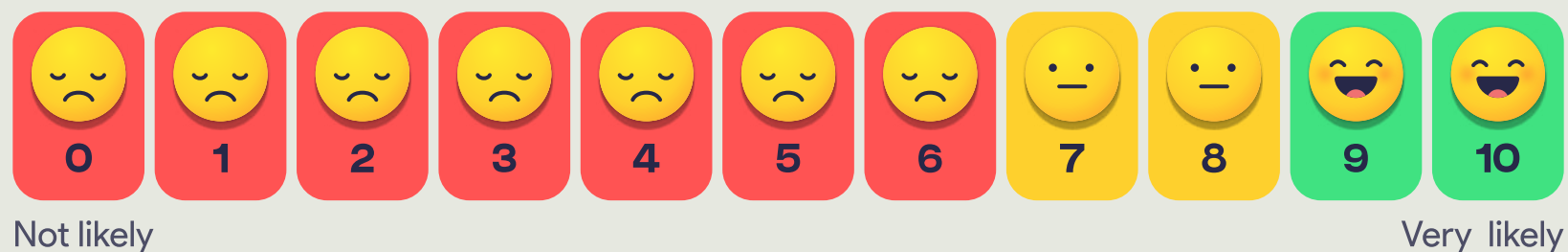
You'll specify and track some metrics within these categories.

Here are some common hiring and onboarding metrics:

- Headcount
- Time-to-hire
- Time-to-fill
- Time-to-productivity

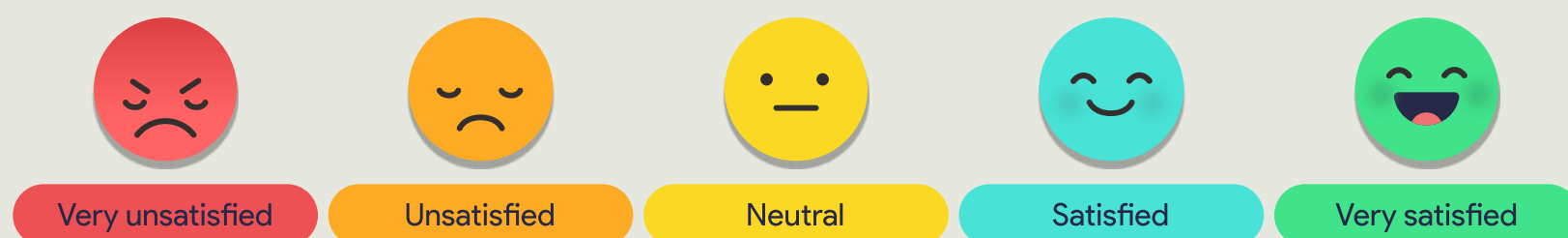
6. How to measure employee experience

Our recommendations for easy-to-use, self-serve employee experience surveys are:



Employee Net Promoter Score (eNPS)

Get employees to tell you why they would recommend your workplace to a friend with an [eNPS survey template](#).



Employee Satisfaction Index (ESI)

Using the employee satisfaction index, workers can measure their level of workplace satisfaction. Employees are usually asked a series of questions ranked from one to 10, where one is the lowest scoring and ten is the highest.

Whether you want to implement policies to improve employee experience, or you need immediate insight into how your employees are feeling about returning, we have the tool you need.

The key here is not just to find out what employees need and prefer, but also to act on those insights. Whenever you make changes based on feedback, don't forget to communicate with your people about what you're doing. It keeps them both safe and engaged.

Conclusion:

- Every employee needs to be heard
- Collect honest feedback with anonymous surveys
- Make data-driven decisions with powerful reports

Arm yourself with real-time data and insights from our dashboards to make better talent and business decisions based on your employees' viewpoints.

- Real-time eNPS and employee drivers dashboard
- Segments by department, location and employee position
- Deviations and correlations insights
- Sharing reports within a secure portal

Interested in employee experience programs for your company?

Contact us today

