



**The future is a  
connected and  
integrated digital  
Employee Experience**

# Introduction



The HR function has evolved from managing personnel and employee data to a more strategic role within organizations. With a refreshed global perspective on employee wellbeing and productivity in the past two years, coming to the fore is the theme of Employee Experience.

**Simply put, it is about creating an environment where culture can thrive, employees are empowered, productivity is high and there is a genuine enjoyment of the work.**

In this e-book we will be exploring how technology can be harnessed as an enabler for creating personalized employee experiences in the workplace, and how Digital Adoption Platforms (DAPs) can add value to your digital transformation initiatives.

## WHY IS IT SO IMPORTANT?

**82%**

**more productive with positive EX**

A 2021 Employee Experience Survey from Willis Tower Watson found positive employee experiences make staff more productive, according to 82% of employees.

**2.5x**

**more revenue with high engagement**

A 2019 employee engagement report also showed that companies with high levels of employee engagement generate up to 2.5x more revenue than companies with low engagement.

## CONTRIBUTORS



**Ben Whitter**

Best-selling author of Employee Experience



**Felix Eichler**

CTO and co-founder of Userlane

# Employee experience in the midst of digital change

**Creating positive human relationships within an organization is a critical challenge organizations are starting to take notice of, but execution is still falling short of intent.**



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Generally, I believe that organizations are aware of the importance of Employee Experience (EX) when developing and actioning digital transformation plans. Intention to improve or develop the EX has been strongly reported by companies over the last 5 years. The intent is certainly a strength when it comes to EX awareness across the economy.

Execution is a different matter though and is consistently lagging and lacking. This speaks directly to challenges that change brings. There is a tendency for companies to fall into old habits and mindsets that are not suited to EX. What we need to see is a focus on co-creation, empathy, and a commitment to human-centricity, but these are all hard to maintain, especially during challenging times.

**The companies that do hold the line with EX have gone beyond commitment - it is part of their DNA as a brand to define, design, and deliver powerful experiences for all stakeholders.**

— Ben Whitter —

## Employee engagement landscape:

**92% of employers**



indicate that enhancing their EX will be a priority over the next three years

Source: Willis Tower Watson

**7% drop**

Engagement drops by nearly 7% after an employee's first year at an organization

Source: Quantum Workplace



of executives say that employee engagement is critical to their company's success

Source: FastTrack360



“Digital adoption is all about people. Even the best technology will fail to fulfil its purpose if the users do not “adopt” it. Considering EX in the implementation of new technology is critical. It's not effective to feed everyone the same training, as some people might be overwhelmed, and others might be bored.

A Digital Adoption Platform offers the potential to personalize training and put the needs of your employees front and centre by showing the right information to the right people at the right time.

**By personalizing software onboarding and training you are equipping employees with the capabilities to transition to new software, be productive and make their job more enjoyable.**

This approach allows you to take into consideration different levels of digital skills and importantly compliments the new hybrid way of working, where employees are no longer based in an office and able to request support help quickly.

— Felix Eichler —

# Designed with people in mind

**To achieve success in employee experience initiatives, organizations need to embed a technology-enabled and integrated strategy. If this is considered, the potential benefits a happy and engaged workforce can deliver are significant.**

If a human-centric approach to digital change is taken, very simply, it makes things so much easier, more enjoyable, and importantly, it delivers sustainable and superior results.

**I would challenge any brand in this regard. In fact, it's much harder to fail if you are truly putting people first within digital projects because we're distributing the benefits of such projects - everyone experiences the positive results of the project because it has been designed with the person in mind.**

Too many projects are still driven by technology, processes and the organization. This is an error and often it is a costly one. If people are at the centre of digitalization, technology can be a fantastic enabler of greater productivity and performance, but companies can lose sight of what really matters within project work. We know from decades of research that strong, trusted, and healthy brands emerge from human-centric business practices, and this applies in the digital world too.

The extent to which the digital EX has been co-created is a major factor. Real co-creation involves employees from day one of any project or programme of work. Their data, voices, and ideas will need to be incorporated into the very foundation of the digital EX.

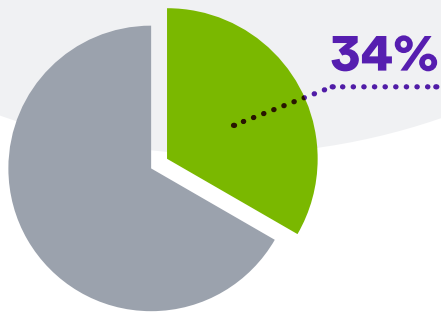
Giving people what they want and what they need to deliver their best work is another important factor. Too many apps and a confused and incoherent digital EX is helpful to no-one. This surfaces another key factor: focus. Thinking holistically about how the digital EX connects and integrates is a skill and approach that is in high demand. This needs a laser-like focus on the things that really matter to people in their work life, which will help to find or develop the products and services that meet employees where they are and where they intend to be for digital success.

Building strong EX ecosystems and communities of colleagues involved in leading the digital EX creates a human platform on which everything stands (or falls) so this is of massive (yet often under-appreciated) strategic importance.

— Ben Whitter —



## Technology is not being harnessed as an enabler:



**of UK managers and HR professionals don't feel they are provided with the latest technologies they need at work**

Source: IDC & Cornerstone OnDemand



**of employees stated their company handled onboarding in a remote working environment worse than before COVID**

Source: Raconteur

**only 3/10**



**organizations indicate that the use of technology is transforming the EX and who they are as a business today**

Source: Willis Tower Watson

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Let's take onboarding as an example where there is a great opportunity for automation and scalability. This can be a costly and time-consuming task for HR professionals to manage, especially for businesses with high employee turnover rates. This is a perfect opportunity to allow technology to work for you, and we're witnessing that with many organizations across the globe introducing new tools and software.

However, the onus is then placed on the employee to master a new software, on top of their actual job, where they may need onboarding with multiple other new tools. This can be overwhelming for employees, and in turn, overwhelming for the support teams.

**Real-time guidance and on-demand help offers the potential to walk employees through their onboarding journey step-by-step, quickly and effectively. Every new employee can master software instantly.**

This is a great example of integrating your digital tools with employee experience, and a DAP is a piece in the puzzle.

— Felix Eichler —

# HR will evolve into something more beautiful

**As the true purpose of HR shifts to focus on people and experiences, technology needs to do the same.**

I believe HR will evolve into something more beautiful. An awful lot of current HR work is ugly, controversial, and divisive. It needn't be that way and progressive colleagues are finding ways to reposition the function to fully focus on the human experience - helping people to realise and fulfil their potential in and out of work.

This will call for sharp and dramatic change in what HR does, and conversely, how all support functions come together to bring home exceptional outcomes for people and the brand. Our experiences shape who we are and how we perform in life - HR is finally stepping into and embracing this critical space, but so too are all leaders and professionals that come into contact with employees. This is already transforming HR - what it is and what it does - and that will continue with greater pace and urgency into the future.

Software and technology have one role to play in the future of HR - enabling those who use HR software (workers and companies) to perform to their fullest potential to deliver people and brand growing results. If HR software doesn't do that, in any context, then companies will need to think again.

— Ben Whitter —

There is already enough technology and tools available to businesses, what I envisage for the next few years is a shift in focus to making sure technology is accessible to more users and equipping people for the future of work.

HR plays an essential role along with the IT teams of large organizations to enable and facilitate technical change.

There is only one way, and that's forward. There are going to be ever more changes, ever faster software innovation cycles, and HR and IT will find purpose in enabling their organizations to adapt to it swiftly.

— Felix Eichler —





## **Connecting** people with technology

At Userlane, we believe people should feel empowered by technology. That's why we help businesses create a seamless and delightful software experience for their users. We work with organizations globally to deliver the fastest and most intuitive solution to guide and support software users directly in software applications.

**With Userlane, help is just one click away.  
Speak to the team to hear how we can help you achieve your goals.**

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