



Workgrid

# Tips for Creating a Better Employee Experience

That Drives Business Results

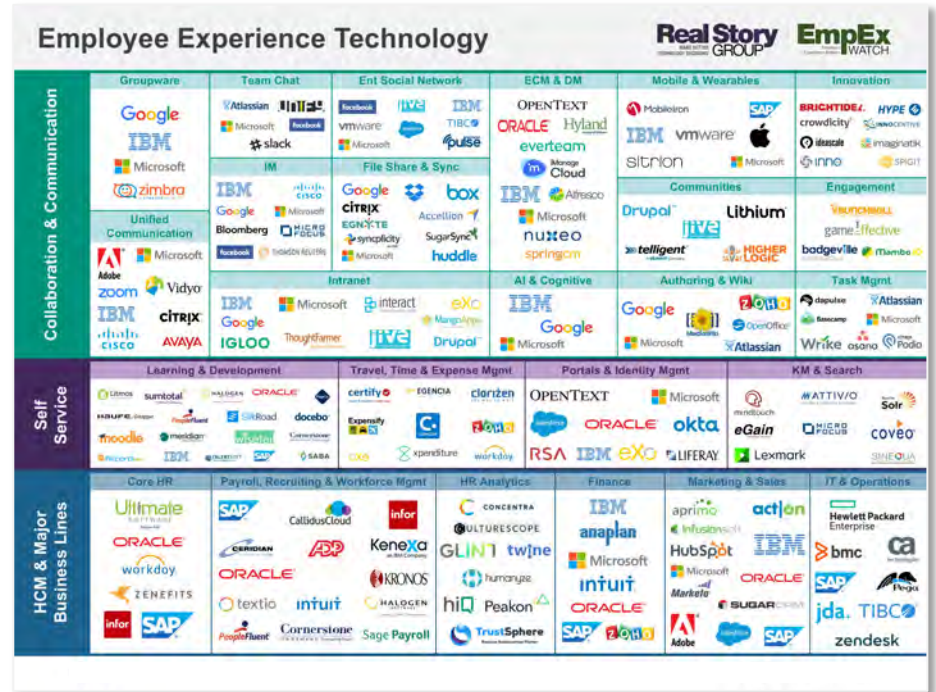
# Driving business value with employee experience

Business leaders who are looking to create a better employee experience for their workers have no shortage of options to consider. The field of experience technology (EXTech) is rife with solutions that address everything from wellness initiatives and employee surveys to Intranets-in-a-box, communication platforms and chatbot solutions.

All of that is great – innovations in technology have opened up a whole world of collaboration and efficiency that never seemed possible.

But how does that drive business value? What’s [worthy of focus in an age where employee experience is ranked as a top 5 initiative for HR, yet 46% of employees rank their organization as “Not meeting expectations” when it comes to experience?](#)

We’ve gathered guidance from experts who specialize in employee experience technology to help you with those questions. Here’s what they had to say on the issue...





**Brett Caldon, CEO**  
Workgrid Software

*Brett is CEO of Workgrid Software, a tech start-up and wholly owned subsidiary of Liberty Mutual Insurance.*

*In an era of disruption and evolving customer and employee expectations, he is responsible for addressing emerging business needs by delivering innovative technology and software products to support the enterprise.*

## “Organizations need to reduce the frustration that comes with all of the mundane administrative tasks inherent in every job.”

An employee experience that contributes to the success of your business is ultimately one that increases productivity, reduces costs and helps attract and retain top talent.

To create a superior employee experience that drives business value, organizations need to reduce the complexity and frustration that comes with all of the mundane administrative tasks inherent in every job. That might sound like a tall order, but it all comes down to the basic concept of simplicity – making the work day easier for employees.

Employees don't want to waste time submitting expense reports, resetting the passcode on their smart phones or requesting time off. Yet those are exactly the kind of productivity drains and disruptors they have to deal with when faced with an enterprise full of disparate, complex systems that only handle specific functions.

Organizations need to use the technologies that are available, like AI, to start making enterprise solutions adapt to how humans work, rather than humans having to adapt to enterprise solutions.

Gaining a true understanding of users' needs is the first step in achieving this. Users are very clear about what matters to them and having fewer distractions so there's more time to focus on high-value work always ranks high on the list.

## “What’s needed are the right solutions, purpose-built to eliminate the frustrations that are holding employees – and organizations – back.”

Smart organizations will focus on using technology to create a single unified and contextual experience that exists above the technological complexity of an organization. Solutions should be reducing the cognitive load on employees by orchestrating across all important systems on the employee’s behalf, seamlessly abstracting only the critical information each employee needs to know or act on, then presenting that information in a streamlined experience that mimics the consumer experiences employees have become accustomed to.

Intelligent filtering is another way technology can help reduce workplace distractions, providing a contextual view of only the things employees need to focus on. And of course chatbots should also play a major role in any enterprise given their ability to handle simple commands such as “clear my schedule for Friday” in seconds rather than minutes, and providing answers to common questions, like “how much vacation time do I have left?” almost instantaneously.

This isn’t to suggest that what the enterprise needs is more technology. In fact, [employees are already losing 32 days of work each year to workplace “efficiency” apps](#). What’s needed are the right solutions, purpose-built to eliminate the frustrations that are holding employees – and organizations – back.

# 36%

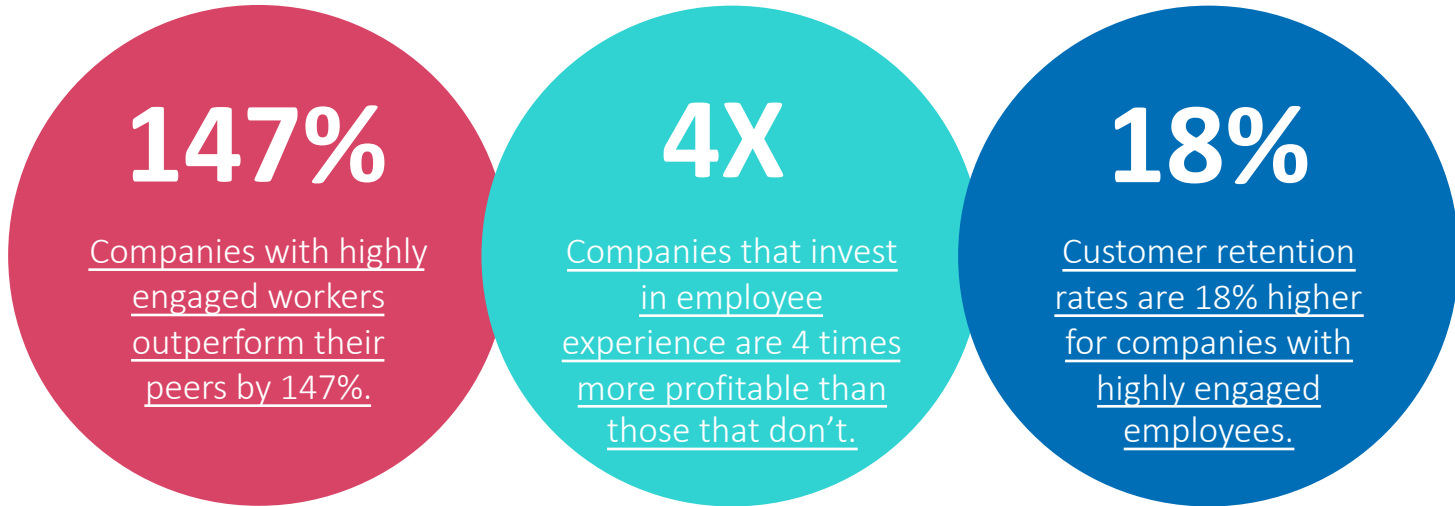
of the average work day for employees is spent looking for and compiling info needed to do their jobs.

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# 43%

Workers only spend 43% of their day on their primary job function.

# The case for creating an effective employee experience is clear:



**Better employee experience = Better business results**



**Kimberly Pelletier,**  
**Head of Customer Success**  
Workgrid Software

*Employee experience enthusiast working to bring consumer-grade ease into the workplace to delight employees, driving positive impact on their productivity, engagement, and success.*

## “Don’t forget to consider the employees’ point of view.”

When evaluating your employee experience and looking for ways to improve it, it’s really important keep employees at the forefront of that thought process.

That might sound obvious – of course you’d think about the employees! It is the *employee* experience, after all. But it’s actually an easy perspective for organizations to overlook as they take on the big task of assessing all the technology that’s available to help employees be more productive and fulfilled at work.

The key is this: to be successful, an employee experience needs to meet the needs of every employee, regardless of their circumstance.

To make this happen, enlist the help of an employee experience champion who can view the initiative from a holistic point of view. Having a watchdog in place to diligently ensure that objective is fulfilled will significantly increase your chances of success.

**\$11,000**

The savings business could save per employee every year if they let them work from home 50% of the time.

**66%**

66% of companies allow remote work.





**Gillian McCann, Co-founder and  
Head of Cloud Engineering & AI  
Workgrid Software**

*As Head of Cloud Engineering & AI at Workgrid, Gillian is dedicated to developing an intelligent workplace platform that creates a simple, seamless work experience for employees.*

*She was one of the first recipients of the coveted AWS Machine Learning Hero designation and she's a passionate advocate of cloud native architecture, with a keen interest in how conversational interfaces, machine learning and AI can be applied to deliver amazing new capabilities.*

**“...building a simple chatbot is easy – building a good one is very difficult.”**

Chatbots are a great way to increase efficiency and improve employee experience within an organization.

Because they can enable a high degree of self-service functionality for things like information finding, HR inquiries and IT help-desk issues, chatbots make it possible for employees to take care of routine, low-value tasks quickly. As a result, things that used to take several minutes to complete can now be done in seconds, giving employees more time to focus on the job they were hired to do.

That's really the ultimate goal of any employee experience initiative - to simplify the work day for employees and eliminate the time-consuming frustration of common tasks that distract from meaningful work. Beyond being an obvious productivity win, simplifying the enterprise environment also goes a long way towards creating the streamlined, consumer-like experience that employees have come to expect.

But organizations need to understand that while building a simple chatbot is easy – building a good one is very difficult. There are lots of reasons for why that's the case.

For one thing, practical AI in the workplace will be a major focus in the coming years.

## “...the concept of a full enterprise assistant is much closer to becoming a reality.”

Advances in search technologies are starting to bring a whole new level of sophistication to enterprise assistance. Search functionality will no longer be simply about keywords, it's going to be about fulfilling user intent now that technology makes it possible to pull knowledge and insights from unstructured data. Voice is also becoming more prevalent, so the concept of a full enterprise assistant is much closer to becoming a reality.

To build a chatbot that takes advantage of these advancements and adds value to a business, however, the design of the bot has to be a major consideration. Designing a bot that can tell a joke is one thing, but designing one that can handle multi-step requests or inquiries from around the globe using a variety of languages, terms and phraseology is another matter entirely.

Then there's the matter of branding and personality. As the face of the organization, how a bot presents itself is an important consideration. What should it sound like? Should the tone be friendly? Funny? Snarky? Finding an approach that's appropriate given the region and corporate culture is important because it impacts how well-received (and therefore how frequently used) your bot is.

There's no question that an enterprise chatbot is key to business success going forward. There are just [lots of steps](#) to making sure it's a success.

# 25%

By 2021, 25% of digital workers will use a virtual employee assistant on a daily basis.

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# 93%

Cost reduction Liberty Mutual Insurance achieved for each help desk transaction after implementing an enterprise-grade chatbot





**Scott Markley,**  
**Director of Business Development**  
Workgrid Software

*As the Director of Business Development at Workgrid Software, Scott leads a team that helps organizations leverage emerging technology to improve the lives of their employees.*

*Fueled by the belief that every employee has passion, purpose and potential, he focuses on making people productive, not just busy. It's an approach that helps businesses exceed business goals, attract and retain top talent, improve customer satisfaction and drive bottom line business value.*

## “In the short-term, focus on delivering quick, measurable value.”

Improving the employee experience can be daunting to say the least. It's a complex topic that requires many strategic and tactical considerations in order to get it right – and getting it right is important because the link between employee satisfaction and customer satisfaction is undeniable.

To avoid getting overloaded with all the options, or overwhelmed with worry about creating an experience that meets every line of business's goals and objectives, try breaking the initiative into smaller digestible elements. Tackle one aspect at a time, like streamlining onboarding, delivering personalized, contextual communications or even delighters like providing a single location for common tasks and information such as time-off balance, payslip info and approvals.

Focus your energy on the one that's easiest to achieve and has the most potential for a positive impact. That will enable you to deliver quick, measurable value and will make it easier to gain traction and recognition for a broader employee experience initiative down the road.

**147%**

Companies with a highly engaged workforce outperform their peers by 147%.

**79%**

of employees at companies with above-avg. customer experience are highly engaged in their jobs.

# Not taking steps to improve your employee experience could be costly:

**\$450B**

Disengaged employees cost the U.S. between \$450 - \$550 billion annually.

**32**

Workers lose 32 days of productivity each year due to workplace efficiency apps.

**\$5.7M**

The amount an organization with just 1,000 employees loses annually due to time lost trying to find information.

**It's time to create the experience your employees – and your business – deserve.**



**Janine Marchi,**  
**Head of Marketing**  
Workgrid Software

*As the Head of Marketing, Janine has more than 10 years experience exploring and writing about trends in the technology industry.*

*She's fascinated with how marketing principles correspond to the employee experience with an aim to enhance the digital journey for customers and employees alike. Her focus is on using these principles to help organizations deliver engaging employee experiences*

## “It’s ultimately the simple things that are the most important for employees.”

To achieve the highest levels of success when transforming the employee experience, organizations should focus on what actually matters to the employees.

It’s the simple things that are ultimately the most important. For example, saving employees time and eliminating daily frustrations that are a distraction from the work they were hired to do has a huge impact on satisfaction levels. In fact, in a survey of 2,000 American office workers, a full 61% wanted more “meaningful work,” a requested that far outranked “better work/life balance” (48%) and “a raise”(34%).

To make a tangible impact on the business, leaders should work hard to eliminate any barriers to meaningful work, identifying the moments that are the most meaningful to employees and streamlining them in order to increase productivity and engagement.

**43%**

Employees say they are only able to spend 43% of their work day on their primary job duties.

**86%**

86% of workers expect simplicity and ease of use for their workplace tools.



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# Want to learn more about creating an employee experience that drives business value?

Check out our resource center for all the tips, tricks and guidance you need to create the personalized, contextual and frictionless experience your workers deserve.

[Visit resource center](#)

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