



BUILD VS. BUY

5 Considerations before you start your employee experience initiative

There's no question that providing your employees with a superior digital experience is one of the most important initiatives you can take on in the coming year. Not only does Gartner rank it as a top 3 priority for HR leaders, companies with highly engaged workforces have customer satisfaction rates that are 12% higher than that of other organizations according to a study by Deloitte.

But should you build it or buy it? It's a question that plagues organizations, but here are 5 key considerations to help guide your decision...



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5 Considerations before you start

Tackling an employee experience initiative is no easy endeavor. Unless you know what you're doing, there are lots of ways the project can go wrong, costing your organization precious time and money – not to mention the trust of your employees.

If you're thinking about building your own custom employee experience platform, here are some considerations to get you started...

➤ **You need the value of a unified employee experience layer NOW.** If you think that building your own custom employee experience platform is the best path for your organization, consider this: it will be at least five years before you see any value. Can you afford to wait that long when you could be up and running with an existing (and proven) solution in just a few months?

➤ **The scale of this project will be massive.** It's like the old saying "go big or go home," but in a bad way. The staff, the budget, the planning, the communication, the ongoing maintenance....everything about implementing an employee experience initiative takes much more than most organizations could imagine. It's draining (and distracting) to an organization's primary business focus. It's also unnecessary when there are vendors that can handle all the heavy lifting with far more effectiveness and efficiency.

Dealing with the change management that this project entails alone is a full time job – and that's in addition to bug resolution, building new functionality, dealing with compliance issues, etc. Do you really want to take on the added complexity of hiring new headcount to tackle this?

➤ **Making a complex employee experience simple is...well complex.** Abstracting employees away from the complexity of underlying corporate systems is a complicated and time-consuming process. It's also never ending, with necessary modifications being made all the time to accommodate changes and replacements of core systems.

➤ **It's expensive.** Between upfront costs, maintenance costs and the cost to staff the project, expect to spend in the millions for a large organization.

➤ **Not all solutions are created equal.** If you do decide to buy, remember that isn't a decision to be made lightly either. The industry is flooded with solutions that all claim to deliver an improved employee experience, but there's a lot of marketing hype you'll have to wade through before you find one that can truly deliver value to your employees (and therefore your customers and your bottom line). Be prepared to do your homework and evaluate all of your options. It's particularly important to make sure you choose a solution that's not only customizable enough to meet your organization's unique needs, but one that can adapt and grow with your business over time. Taking the time to make the right decision up front will pay off in the long run.