Digital Workplace Transformation – Understanding and Improving Employee Experience

Workgrid

The Digital Workplace

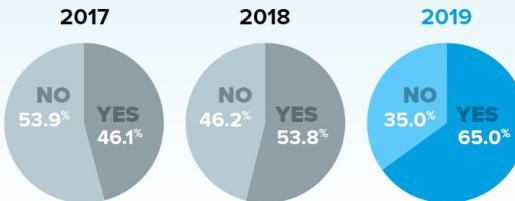## The state of digital workplace transformations

We've all had that dream where we're running toward something we really need to get to, yet no matter how fast we move our legs or how badly we want it, our goal never seems to get any closer. That's the position we're in with the state of digital workplace transformation right now — everyone is working toward a digital environment that seamlessly supports the future of work, but the reality is, that vision is still a distant spot on the horizon for most organizations.

Let's look at the facts

The number of organizations that consider the digital workplace to be an important priority has been more or less the same since 2017. Only 14% of businesses consider themselves to be at a "mature" phase of digital workplace implementation.

On the flip side, there's universal agreement that an effective digital workplace is a critical component in transforming the employee experience. In fact, the number of organizations with an established digital workplace strategy has grown steadily in recent years, up 19% since 2017.

Do you feel your organization has an established digital workplace strategy or program?

	2017	2018	2019
NO	53.9%	46.2%	35.0%
YES	46.1%	53.8%	65.0%

SOURCE: SMG/CMSWIRE DIGITAL WORKPLACE SURVEY 2019

How do you rate the maturity of your organization's digital workplace?

	2017	2018	2019
At a Mature Phase	12.0%	16.9%	14.0%
About Mid-Way	26.7%	36.0%	25.0%
At an Early Phase	45.7%	45.8%	42.0%
Not Yet Started	13.8%	0.9%	15.9%
I'm Not Sure	2.3%	0.4%	3.0%

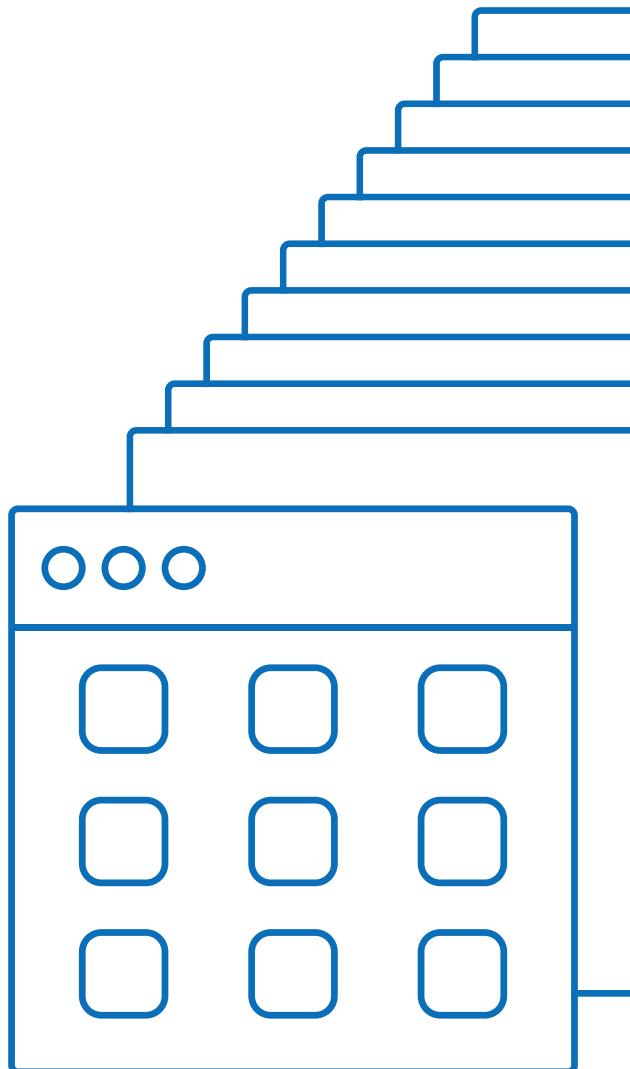SOURCE: SMG/CMSWIRE DIGITAL WORKPLACE SURVEY 2019

What's holding organizations back?

There are a number of factors at play, not the least of which include budget constraints, competing initiatives, and lack of strategic direction. But the biggest hurdle is the sheer difficulty of reining in all the technological complexity that's currently at play in most organizations.

Consider all the functional groups within an organization. As each of them rolls out specific solutions designed to manage a unique aspect of the business, workers' ability to focus on their high-value work decreases. Why? Because not only do employees now have to bear the burden of learning an influx of new technology, they also lose valuable time switching between systems as they go about their day-to-day work. It's an issue that compounds in severity with each new system that's added.

Consider this:

Context switching, the phenomenon that happens every time an employee toggles back and forth between systems to complete a task, can cost workers up to 80% of the time they have to focus on high-value work. Add up all the times each employee has to shift gears over the course of an average work day — completing approvals, submitting expense reports, searching for an HR policy, etc. — and the result can be devastating to business.

Business impacts of employee experience

A siloed digital workplace is damaging to the employee experience, which further impacts business success.

Ranked as a top 5 priority by HR professionals, employee experience has rapidly become a main point of differentiation for companies, as well as a keystone to business success.

Companies that invest in employee experience and have a highly engaged workforce report significant business outcomes including:

147%
outperformance rate vs. their peers

2.3X
times greater than average three-year revenue growth

4X
times as profitable

"Opportunities abound for organizations to reap the benefits of a more integrated experience of workplace technology."

— *State of Digital Workplace Report, Digital Workplace Group*

When employees spend a significant portion of their day simply navigating the complexities of the enterprise technology they have to work with, however, it's unlikely they have the kind of experience that drives superior business results.

Creating a digital workplace that improves the employee experience

So how can organizations create the kind of digital workplace that improves the employee experience and fuels business success? Thankfully, the answer to that is pretty straightforward: by being more focused on employees.
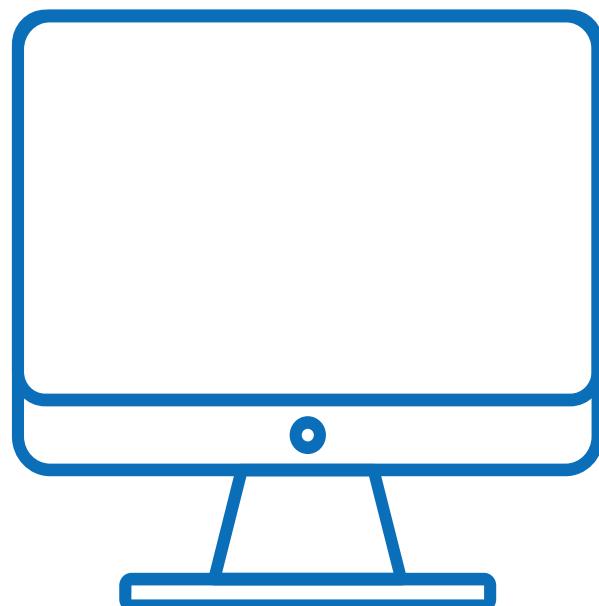
Organizations might argue that they are, in fact, focused on employees — isn't the abundance of technology proof of their desire to help their workers be more efficient?

Well, yes and no.

There's no question that organizations are well-intentioned in their motives for arming employees with a whole arsenal of best-in-class solutions designed to handle a variety of niche tasks. But the result of those efforts is definitely counterproductive in their goal of assisting employees.

- **32 days a year** are wasted due to workplace efficiency apps.
- **36% of the average work day** is looking for and compiling information.
- **44% of the time,** employees cannot find the information they need.

To deliver a truly employee-focused digital workplace, one that increases productivity and mimics the levels of consumer-like simplicity employees are accustomed to, organizations need to reduce the frustration that comes with all the mundane administrative tasks inherent in every job. That starts with understanding employees' needs.
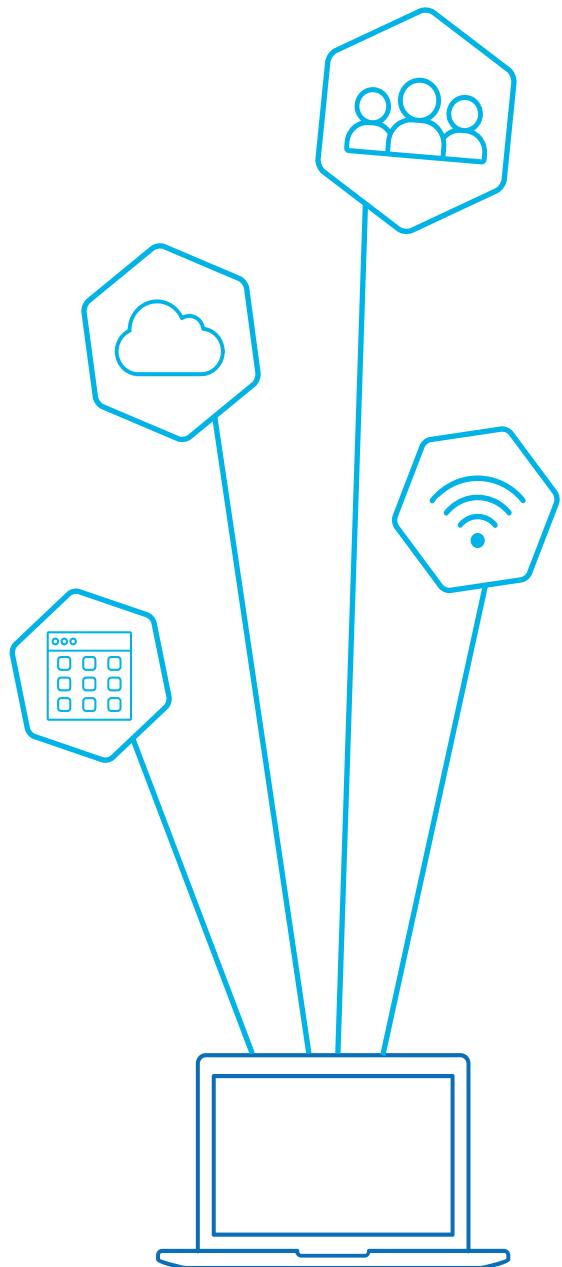
Far too often, organizations design digital experiences using a top-down approach, buying world-class systems in silos with little consideration for how they'll play out for employees across the enterprise. HR is a common example. Most HR systems are built with power users in mind, but 90% of employees using those systems are not power users. This creates a difficult and fragmented experience.

It's not uncommon for users to unnecessarily jump through hoops to access and log into a special system. They usually also have to have some kind of instutitional knowledge to actually navigate the system. This frustrating situation can be avoided when organizations take an active role in understanding employees' day-to-day challenges. This can take the form of:

- Shadowing workers.

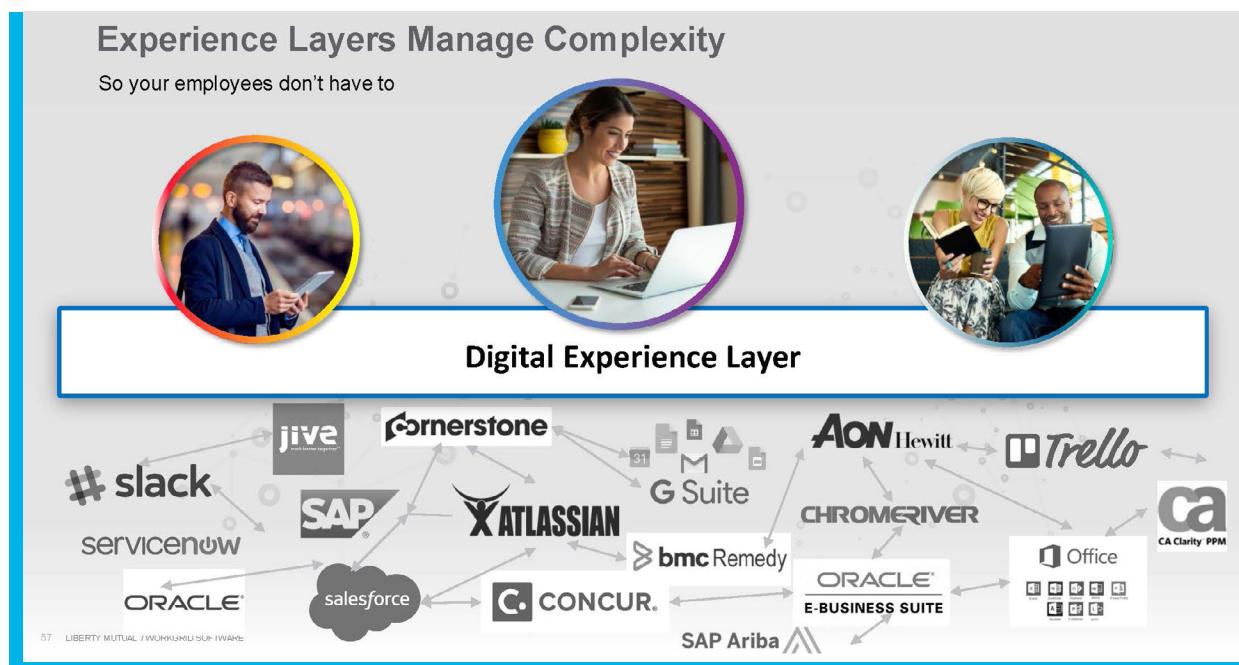- Conducting surveys and interviews.

- Constructing journey maps.

The more information organizations have on the daily routines of all employees across the enterprise, the clearer the persistent frustrations become, and the easier it is for businesses to find solutions that make the work day simpler.

How can technology create a more employee-focused digital workplace?

When it comes to making work simpler for employees, the bottom line is this -- it's time to use the technologies that are available, like AI, and start making enterprise solutions adapt to how humans work, rather than humans having to adapt to enterprise solutions. Implementing a digital experience layer is the ideal first step in achieving this.

Digital experience layers create a streamlined, contextual experience that exists above the technological complexity of an organization. They reduce 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. They presents that information in a streamlined fashion that mimics the consumer experiences employees have become accustomed to. No more toggling, no more wasted time, and no more frustration.

Even better? You can achieve a digital experience layer - and all the benefits it provides - using the existing technology structure you already have!

7 Elements of A Successful

Employee-Centric Digital Experience

Employee Experience Takes Center Stage

The focus on improving the employee experience has been intensifying in recent years as organizations have come to understand that happy employees don't just lead to happier customers, they also lead to improved employee retention rates and better overall business results.

There's also an increased understanding that it's not possible to transform the employee experience through disconnected and siloed efforts. A successful employee experience initiative - one that reduces the cognitive load on employees and eliminates the frustration commonly associated with routine tasks - must start by focusing on what employees really need to operate at peak levels.

Not surprisingly, what employees really need is simple. It's more time. Specifically, time to spend on the meaningful work they were hired to do.

To create the kind of streamlined experience that employees have come to expect, many organizations are recognizing the impact the digital workplace has on employee experience and are turning to pointed solutions. Or they're using digital platforms created by their ERP, ITSM, HCM, or intranet providers, with some even using traditional digital experience platforms (DXP) designed to manage the customer experience.

Unfortunately, most of those solutions aren't designed to deliver the holistic employee experience that organizations are looking to create.

To really focus on putting the employee at the center of the digital experience, organizations need to understand what employees truly need and find a platform that can orchestrate across all important systems on the employee's behalf, seamlessly abstract the critical information each employee needs to know or act on and presenting it in a centralized location that's not simply an add on feature to another solution.

Key elements of an employee-focused DXP

1 ## Supports the entire employee journey

The platform should be able to serve as the center of gravity for your entire employee experience strategy, with the ability to support all the major touch points throughout the employee journey.

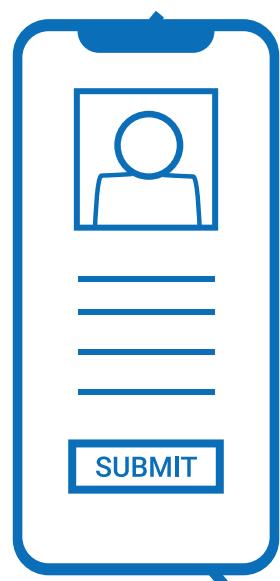**2** ## Delivers personalized and contextual experiences

Employees need personalized, targeted, and contextual user experiences, like the consumer experiences they encounter in their lives outside work.

3 ## Allow for integration, interoperability & extensibility

Out-of-the-box integrations, apps, and functionality should enable rapid deployment and accelerate time-to-value. They should offer the tooling necessary for custom development, like APIs, SDKs, etc.

4 ## Modernizes legacy systems

An employee-focused DXP should modernize the user experience of legacy systems with consumer-grade web and mobile front-ends, increasing the ROI of back-end systems that meet business needs but lack a modern user interface.

SUBMIT

Key elements of an employee-focused DXP

5 Provides multi-channel delivery

Enable the delivery of experiences, information, and tasks on-demand - wherever employees are - whether on the frontlines, remote, deskless, or in the office.

6 Offers the ability to design user experiences separate from systems of record

Deliver an digital experience layer that orchestrates employee-facing applications via a single interaction layer, and insulates workers from the complexity of the enterprise system topography.

7 Utilizes applied AI

A DXP that empowers employees should create intelligent and engaging experiences across interfaces through the use of digital assistants, natural language processing, machine learning, and other AI technologies that leverage graph technology and profile data.

Success in Action: **Fueling Business Success with an Employee-Focused DXP**

The Workgrid Digital Experience Platform

How an employee-focused DXP can fuel business success

Did you know that implementing the right digital experience platform (DXP) is perhaps the easiest and most powerful way to create an employee-focused digital workplace?

Consider this ...

1. The Workgrid platform creates an experience layer that simplifies interactions between users and the technological complexity of an organization, reducing frustration and giving employees more time to focus on high-value work.

2. It also give enterprises the flexibility to build personalized and contextual experiences that align with the specific needs of the business and employees. Plus, it operates on top of the existing tech stack, instantly modernizing the digital experience without replacing a single legacy application.

If you're wondering how the Workgrid digital experience platform might assist your organization in transforming the employee experience, check out these case studies that detail the successes other organizations have achieved.

Case Study 1: Liberty Mutual Insurance Transforms the Employee Experience

By implementing the award-winning Workgrid Assistant, Liberty Mutual empowered its employees with a highly personalized, timely, and intuitive interactive experience.

Challenge

Liberty Mutual, a diverse and dynamic global company with 55,000 employees, struggled with a common enterprise problem: many of its disparate employee-facing systems had become siloed, reducing user satisfaction and lowering overall productivity.

With countless applications to manage, administrative tasks to complete, and messages to process from myriad sources, employees were spending too much valuable time processing this information. The result was inefficient workflows, process delays, and missed communications. Liberty Mutual sought to find a better way for its employees.

Solution

Liberty Mutual adopted the Workgrid Assistant. This digital assistant manages employees' to-do lists, notifications, approvals, workflows, messaging, and more, all from a single, modern, intuitive interface. It's available to employees wherever they work, integrated as an accessible toolbar within the company's intranet, as well as through a desktop and mobile application.

How Workgrid Helps

- Integrates with dozens of disparate systems, including third-party and custom applications, creating a modern, easy-to-use experience.
- Drives engagement with the intranet, making it the front door of the digital workplace by creating a single source for all the information employees need to do their jobs.
- Pushes action items and notifications to users based on their role, department, and location for real-time, contextual interactions.
- Simplifies interactions with complex systems and streamlines access to information such as time-off balances, payroll information, and more.
- Reduces email volume with time sheet reminders, password-expiration alerts, time-off reports, organizational charts, and more.
- Delivers easy-to-spot requests to managers for the prompt approval of expense reports, IT and procurement requests, HR changes, and more.
- Provides employees quick answers to frequently asked questions, and automates tasks, such as booking a meeting, scheduling time off, resetting a password, etc.

Results

- Liberty Mutual saw a major boost in employee engagement, productivity, and satisfaction as a result of the improved user experience.
- Across the board, employees were able to complete tasks more quickly, stay informed, and receive relevant and important information at the right time.
- Based on sentiment analysis, the number-one word employees used to describe the Workgrid Assistant was "love", not a word often used to describe enterprise software.

9,000
Hours saved for managers through expedited approvals

7 Million+
Worth of reclaimed employee productivity

93%
Reduction in cost for each help desk transation conducted through the Workgrid chatbot

Case Study 2: Improving the Digital Experience for Frontline Workers

With Workgrid, a Fortune 200 consumer goods company with 10,000+ employees gave their sales force the unified digital experience they needed to deliver the highest levels of customer service.
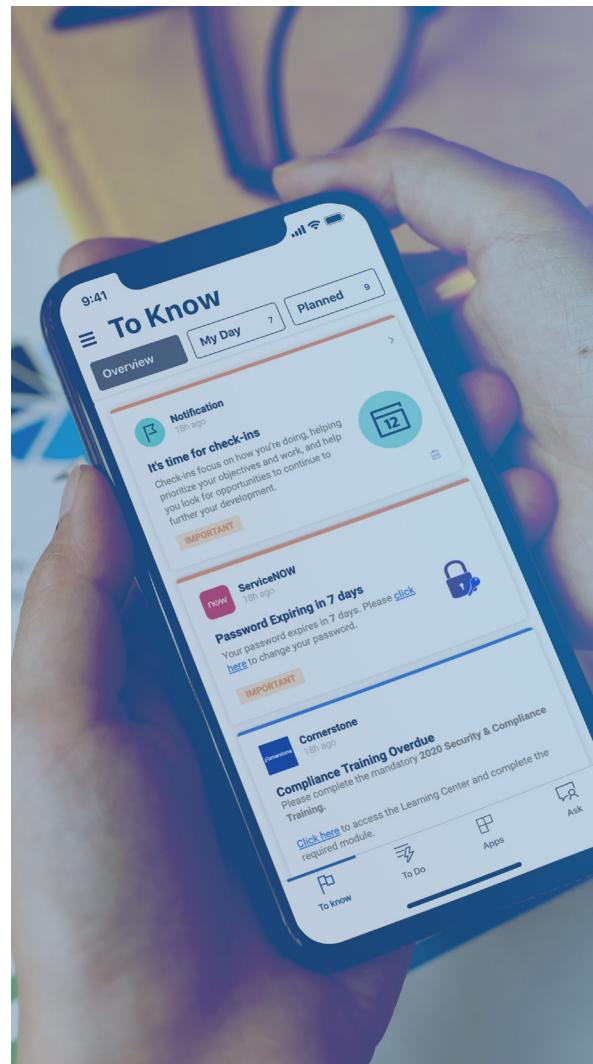
Challenge

A large consumer product company wanted to create the best possible experience for their sales team and, ultimately, their customers.

The team was using printed materials and carrying them to meetings, and didn't have access to the real-time updates they needed to deliver the best possible customer service. The company knew that their standard operating procedures needed a digital transformation that would reduce inefficiencies and miscommunication for the sales team.
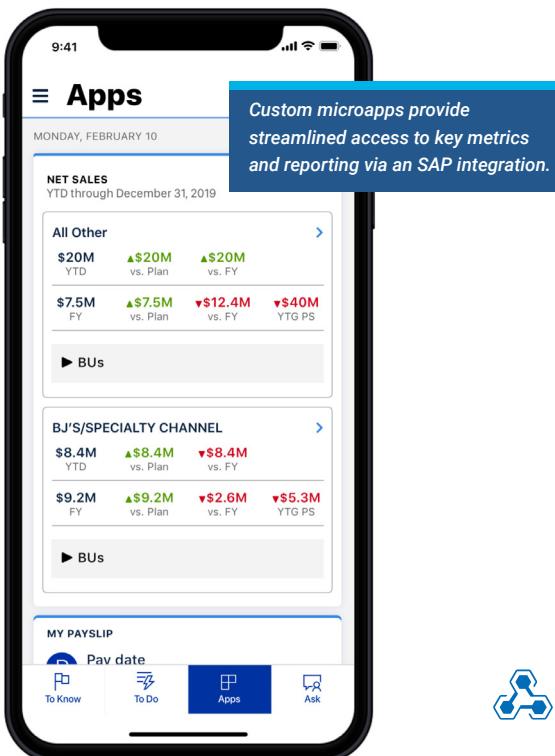
Solution

With Workgrid, the company implemented a mobile app that brings together product updates, sales KPIs, communications, and business information that's personalized to each employee.
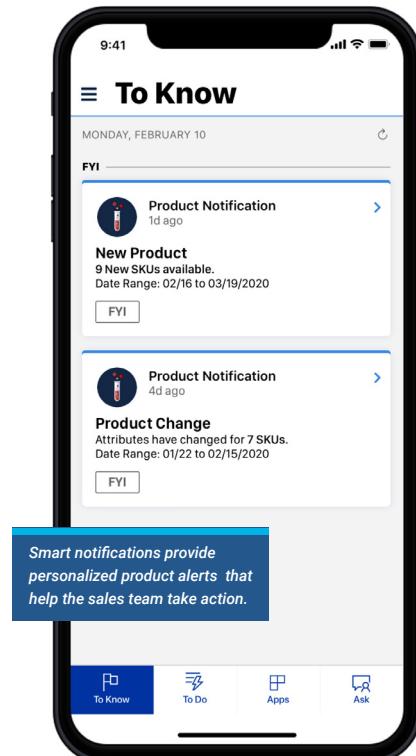
How Workgrid Helps

- Integrates with multiple applications, enabling access to key sales information from mobile devices, giving a print-dependent sales team a modern and mobile experience.

- Delivers personalized product updates through smart notifications and sales team members stay abreast of up-to-the-minute changes affecting their customers.

- Offers an interactive sales and analytics microapp that integrates with SAP. Sales team members can drill down into sales data by business unit, customer, and more.

- Provides a unified experience through a toolbar on the existing SharePoint site, whereby giving sales team members streamlined access to critical, relevant information.

Results

- Finally armed with the real-time information they needed, the sales team could make decision with confidence and spend more time focused on servicing their customers.

- An improved employee experience, marked by enhanced communication and streamlined information, was immediately apparent to the team.

- Customer needs were addressed quickly, helping greatly improve the customer experience.

- Existing enterprise systems were leveraged to deliver efficiencies and a modern experience.

- A forecasted 1,500 hours annually will be saved through the streamlining of notifications into a mobile experience.

Custom microapps provide streamlined access to key metrics and reporting via an SAP integration.

Smart notifications provide personalized product alerts that help the sales team take action.

Case Study 3: Modernizing on-premises ITSM

A global technology solution provider with 100,000 employees plans to use Workgrid to create a unified digital experience that consolidates enterprise system information and modernizes its outdated ITSM experience.

Challenge

With antiquated processes and applications with poor UX and cumbersome multi-layer workflows, the organization realizes it needs to improve the ITSM system.

Because of substantial investments in disparate enterprise systems, they endeavor to deliver a more modern consumer-like digital experience to retain talent and improve business without having to embark on a large-scale systems replacement.

Solution

The company plans to integrate Workgrid directly within their SharePoint intranet, transforming their existing intranet into a modern experience that provides a centralized view for employees to access everything they need to know and take action on.

SAP Ariba
19h ago

Requisition - PR5396
Requested By: Brandon Kerry
Total Amount: $99.99

APPROVAL

Corporate Credit Card
19h ago

Corporate Credit Card

A corporate credit card approval has arrived from *Melissa Employee*.

APPROVAL

Oracle HCM
19h ago

Change Assignment

Anton Manager is requesting a change request for employee **Joe Employee** (ID N0022211) as of MONDAY, JULY 27, 2020.
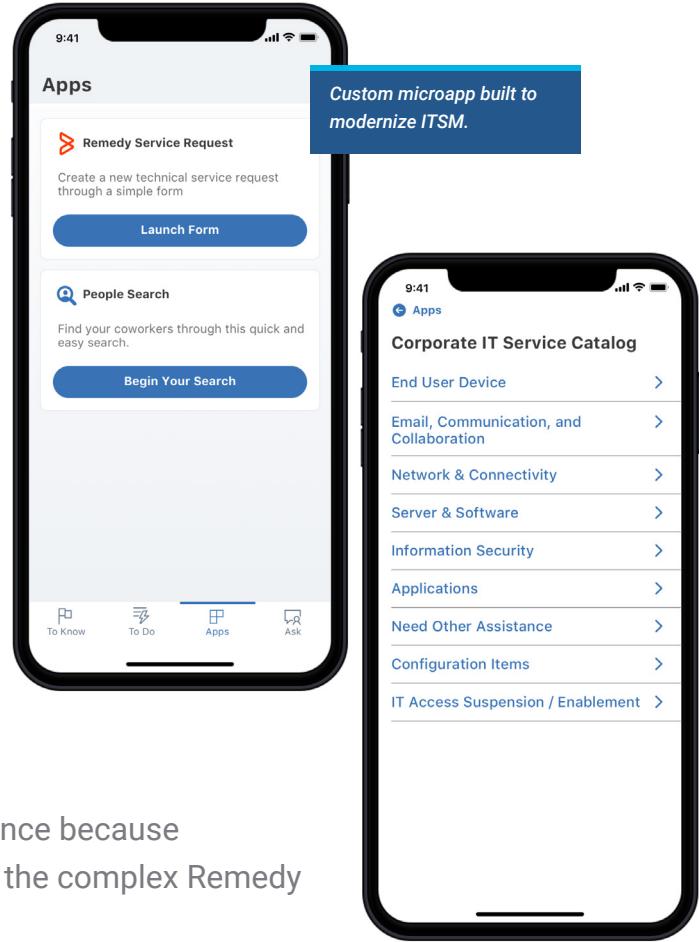
APPROVAL

Smart notifications provide a unified view of action-based notifications and alerts.

How Workgrid Will Help

- Create a centralized hub on the intranet where employees can access critical information and notifications from legacy systems.

- Build a custom app that gives employees streamlined access to the IT service catalog in Remedy from the intranet or mobile devices.

- Replace the existing enterprise approval platform with the Workgrid platform, unifying the experience and aggregating data from across six different applications.

Anticipated Results

- Reduced frustration with the ITSM experience because employees will no longer have to navigate the complex Remedy system.

- Increased employee productivity from simplified workflows.

- Higher employee retention as a result of a simpler, modern digital experience that gives employees more time back in their day to focus on the work that's important to them.

- Improved recruitment and staffing as prospective employees see the modern digital workplace as a point of differentiation.

- Extension of their legacy systems because of the leveraging of existing tools rather than a complete system overhaul.

- Increased engagement with the intranet as employees utilize it to view important information and complete high-volume tasks.

Interested in seeing Workgrid in action yourself?

Sign up for a free trial!

Workgrid

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