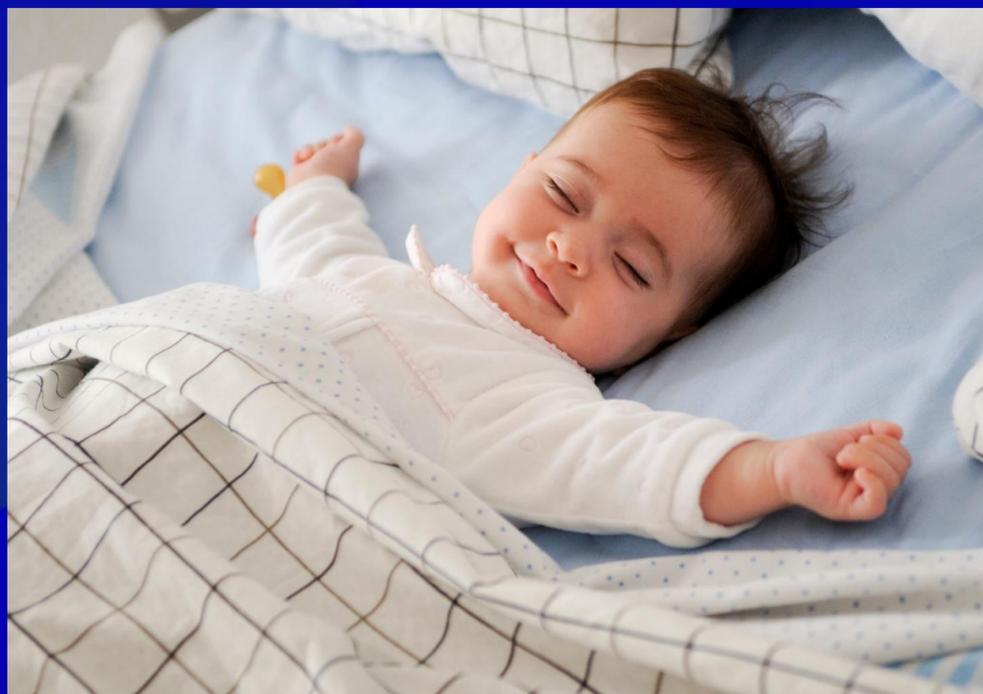


# Attention, Please. Mastering Digital Friction with Guided Attention

Presented by Workgrid

# This is Your Life.



**Half of this is  
wasted**

# Intros and Agenda



## **Rob Ryan**

*Head of Business Value,  
Analyst Relations, & Product Marketing*

Workgrid Software

[Robert.Ryan@workgrid.com](mailto:Robert.Ryan@workgrid.com)

### **1. Understanding Digital Friction**

Root Causes, Impact, Persistence

### **2. From Friction to Flow: Success Stories**

Three customer success stories, creating a friction free workplace with Guided Attention Technology

### **3. AI Driven Guided Attention Technology**

Novel use cases leveraging AI

# Meet the Elephant in the Room

## Digital Friction

- Application Overload
- Information Overload
- Lack of Employee Centric Design
- Pings, Dings, Alerts...

### Digital Friction

*According to a Gartner® report, "Digital friction refers to the unnecessary effort an employee has to exert to use data or technology for work"*

# Digital friction is a real threat to your business and employee wellbeing...

Employees are spending an unnecessary amount of effort and time to get work done.



**54%** of employees' time is spent locating, validating and formatting data

**32** Days a year Wasted due to inefficient and disconnected/siloed workplace apps - Forbes

**>30** Applications accessed per day by knowledge workers

**48%** of employees say they experience high levels of digital friction.



# How Digital Friction Impacts Work + Impact



## Missing Important Communications

Employees frequently missing important announcements and time-sensitive reminders.



## Ignored Intranet Content and Comms

Information on the company intranet and other communications not personalized enough for employees to actually stop and read.



## Poor Perception of Departments

With each corporate department buying their own best-in-class SaaS and vendor systems, it left a siloed impression of these groups.



## Time Wasted Context Switching

Employees wasting significant time jumping from one system to another to complete tasks or lookup common information.



## Too Many Steps

10-15 clicks for employees to complete simple transactions like approving an expense report or timesheet.



## Delayed Approvals

Managers losing approvals amongst other emails, blocking important work or requests from being completed.



## Too Many Login Screens

Many systems do not support Single Sign-On, requiring employees to manually type their username and password over and over.



## Cognitive Overload

With too many systems for employees to use, key information and tasks were spread across multiple systems wasting valuable employee time and increasing frustration.



## Difficulty Finding Information

Employees lack have a single tool to ask basic employee questions like "what is the time off policy?", "what's on the café menu?", or "how do I report a system outage?"



## Complex Employee Experience

With no system to bring it all together, each vendor or SaaS product had a completely different user experience from the other.

Less Strategic Alignment

Lower Trust

Lower Engagement

Decreased Productivity

Eroded Attention

Slower Decision Making

Increased Stress

Lower EX, eNPS

Reduced Motivation

# Why Digital Friction isn't Addressed

**Walled  
Apps and  
Systems**

**Vendor  
Centric  
Product  
Vision**

**Learned  
Helplessness**

**Management Has  
Always Gotten  
More from  
Less**

**Myth of Multi-  
tasking**

**No  
Ones  
Job**

**Competing  
Internal  
Priorities**

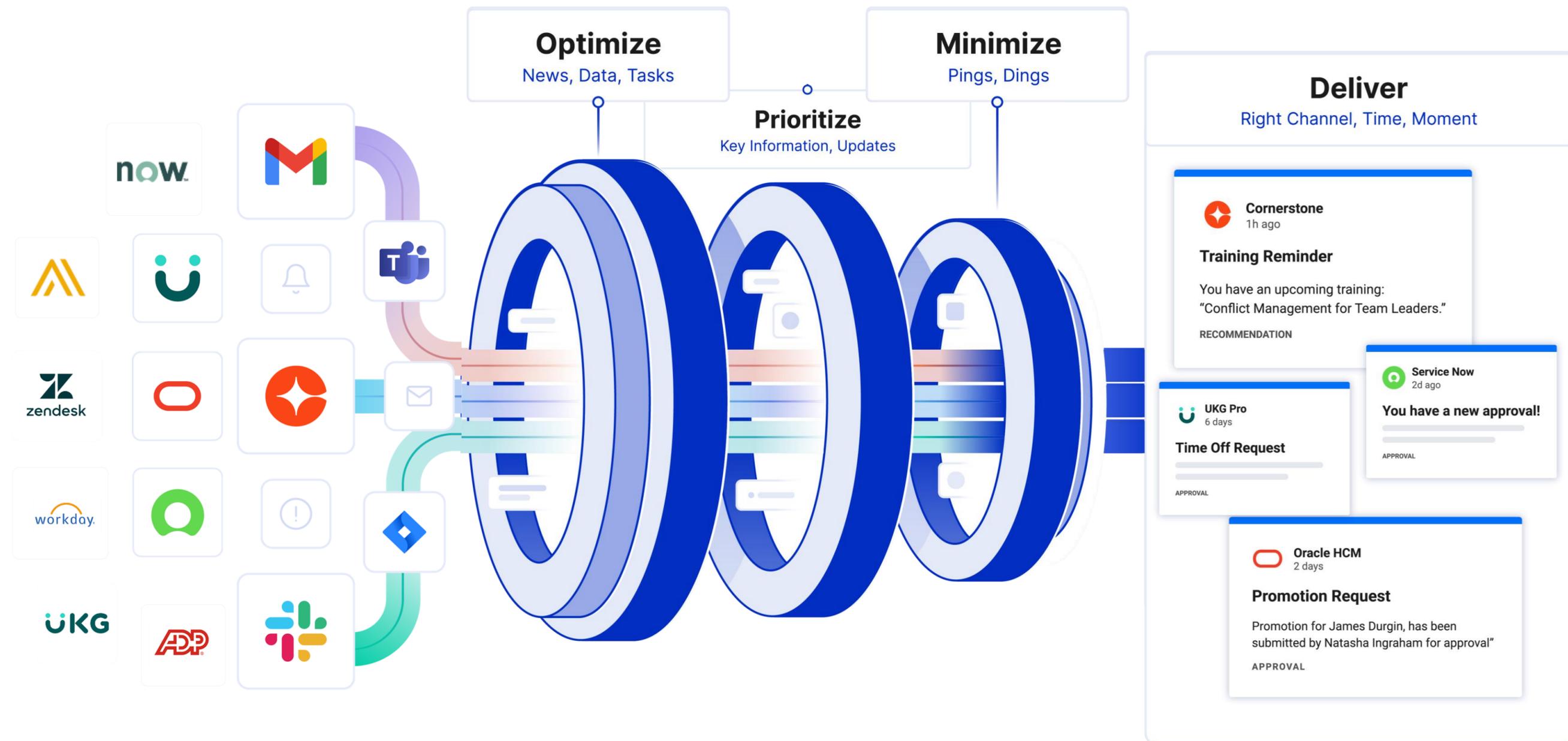
# The Frictionless Digital Workplace

# What is Guided Attention Technology?

Friction

Guided Attention

+EX



# Your task list checked off between meetings

9:58

Morning standup: 9:00-10:00



**now** Service Desk 12 min ago

**Your service ticket has been updated**

Reset phone password

[View ticket](#)

**Career and Training** just now

A new course you may be interested in is now available

**ONLINE CLASS**  
Leading with Innovation

1 hour, 31 minutes

No company can survive without innovation, old or new, for profit or nonprofit, all organizations must be willing to morphing to succeed.

[Remind me later](#)

**Payday** just now

**You got paid!**

Sep 16, 2022

Net pay	Hours worked	42
<b>\$2,650.28</b>	Gross pay	\$3,743.55
	Deductions & withholdings	-\$1,096.22

[View full paycheck](#)

**UKG** Time off 3 min ago

**Robin Maxwell has requested time off**

Monday, Sept 26 – Friday, Sept 30

Type: Vacation

Time remaining: 184 hrs

[Reject](#) [Approve](#)

**UKG** Wellness 3 min ago

**Monday might be a good day to take off!**

You've only used 20% of your time off for the week

[No, thanks](#)

**Expense** just now

**Robin Maxwell has submitted a new travel request**

Due today

[View details](#)

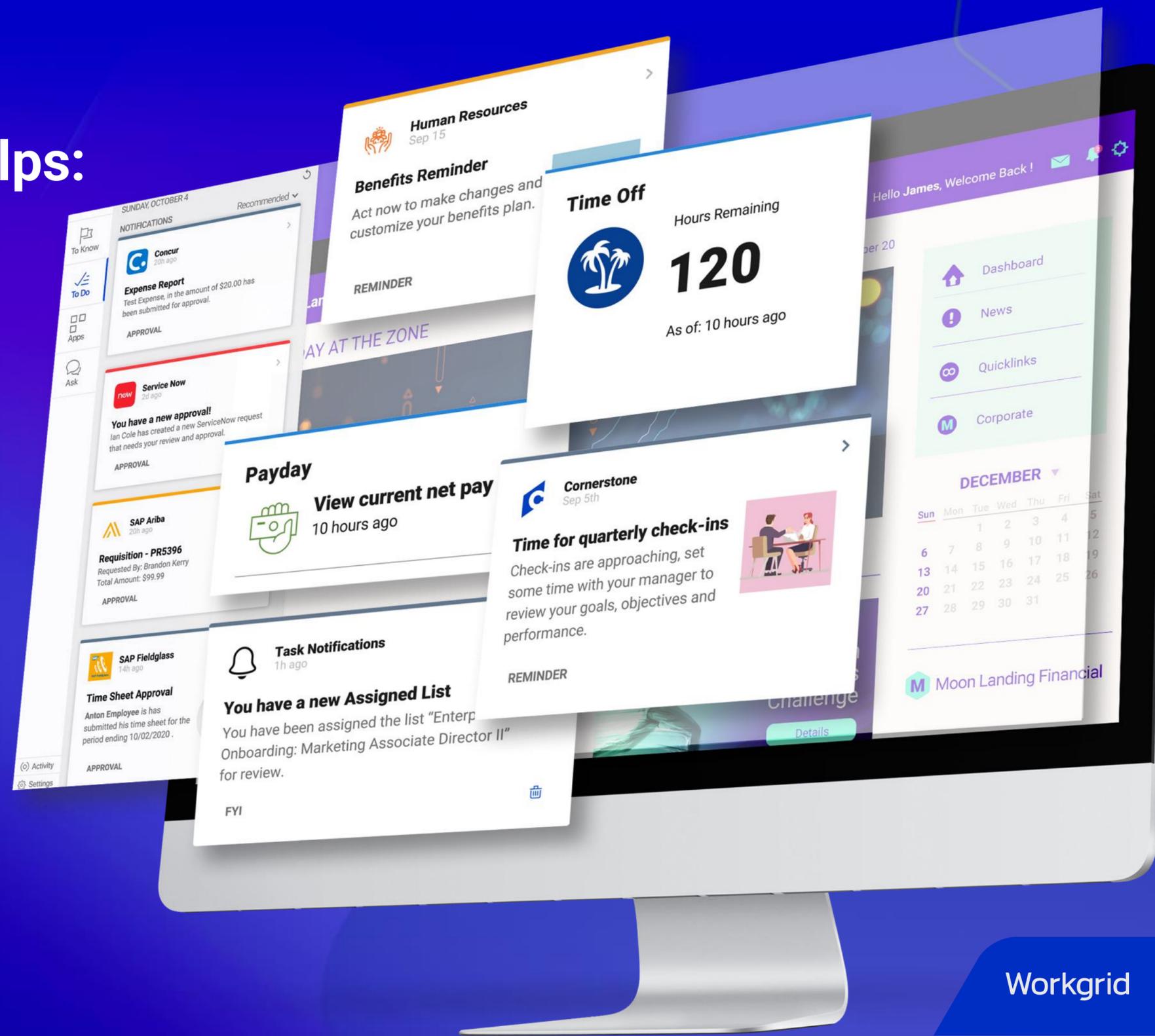
10:00

1:1 Steve B.: 10:00-10:30

# Workgrid Software

Imagine that you had your own omnipresent Digital Assistant that helps:

- **Guide Attention** to the right notifications, signals, alerts, and information when and where you needed it.
- **Conversational AI** query actions, Microapps, FAQs
- **Simplify and Automate** complex workflows and processes from backend systems.
- **Promotes/Dampens** content and notifications contextualized to you.



# Case Study#1: Optimizing for App Overload



## About:

Liberty Mutual Insurance is the fifth largest global property and casualty insurer.

**Sector:** Insurance

**Headquarters:** Boston, MA

The screenshot displays the myLiberty web application interface. The top navigation bar includes the myLiberty logo and menu items: Company, Work & Life, Career Dev, Requests, and Connections. A left sidebar contains navigation icons for To Know, To Do, Apps, and Ask. The main content area features a grid of request cards:

- Chrome River** (25 minutes): Expense Report. "Travel Expense", in the amount of \$10.00, has been submitted by James Durgin for approval. Click here to view report. APPROVAL.
- SAP Ariba** (25 minutes): Procurement Request. James Durgin ordered 'Apple MacBook Pro 16-inch, i7, 16 GB, 512 SSD' for \$2,282.60. APPROVAL.
- Oracle HCM** (25 minutes): Promotion Request. "Promotion for Armando Rodriguez, 7676759 Mon, Jun 13, 2022", has been submitted by Natasha Ingraham for approval. APPROVAL.

A **Procurement** modal is open, displaying details for a request with Ref: 6311AE89128H. It lists Submitted By: James Durgin, Requested By: James Durgin, and Total Amount: \$2,282.60. The modal includes 'Return' and 'Approve' buttons.

On the right side, there are sections for Connections (listing Laura Martinez, Roger Stevens, and Antonio Stark) and a Twitter feed for Liberty Mutual (@LibertyMutual).

# Customer Story #2: Overcoming Information Overload



## Consumer Goods

### About:

Fortune 500 multi-national personal care corporation.

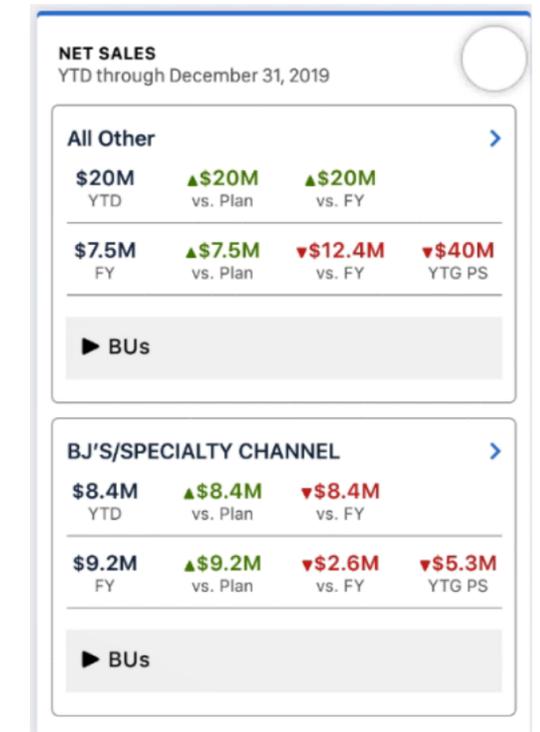
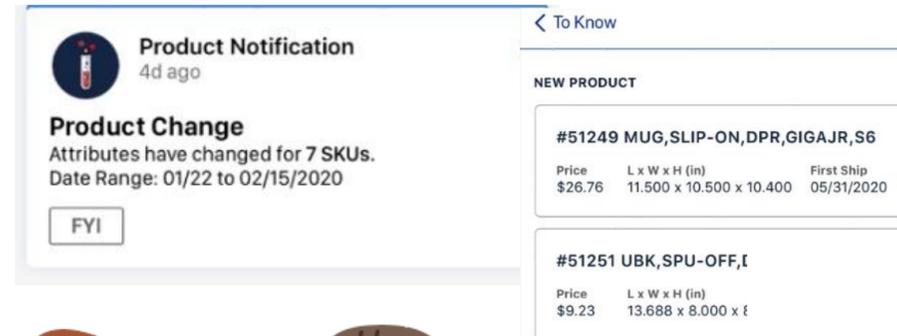
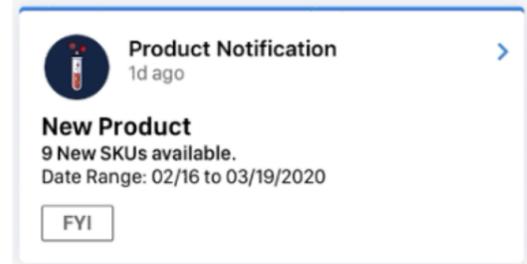
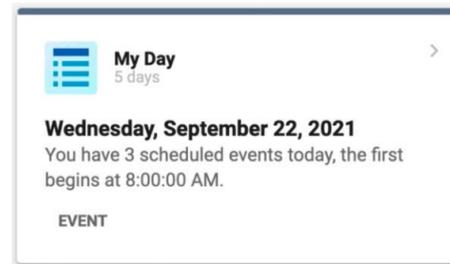
**Sector:** Consumer Goods

**Headquarters:** TX



# Customer Story #2: Information Overload

## A Better Way of Working



Employee starts day from any location



Get ready for customer meetings



Meets with customer



Engaged & achieves business results

# Customer Story #3: Minimizing Noise



## Education Nonprofit

### About

U.S.-based education nonprofit endeavoring to assist and enable future teachers for educational excellence.

**Sector:** Nonprofit, education

**Headquarters:** New York, NY

**Number of employees:** 60K



# Customer Stories: Lessons Learned

1

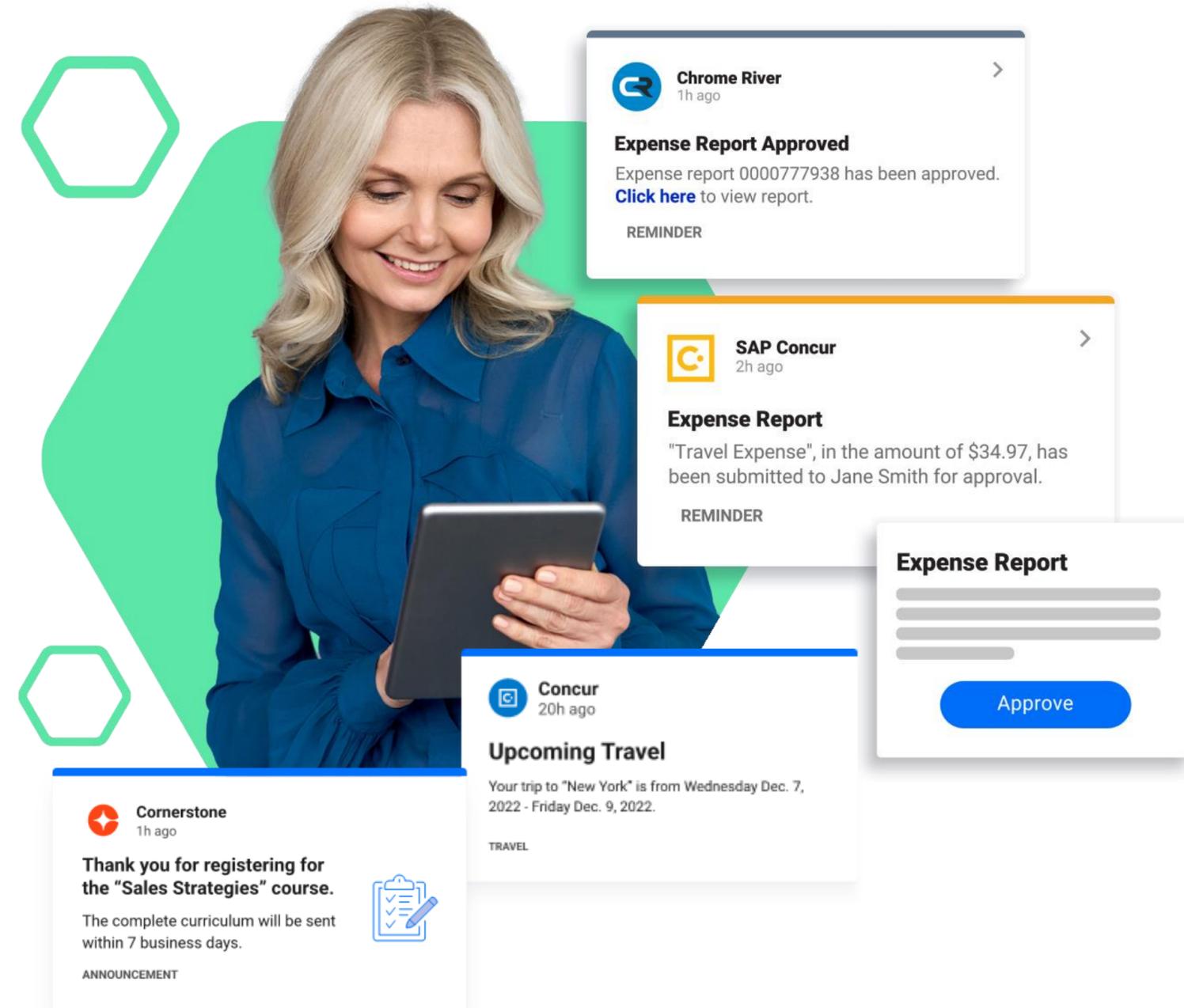
Listen, Understand the  
Personas and Journey

2

Identify High Friction,  
Quick Wins,  
Crawl, Walk, Run

3

Measure Twice  
(Data, Sentiment, Analysis)



# AI + Guided Attention Technology

Next Level Employee Experiences

# Use Case App Templates + AI

## Training Notifications

Deliver personalized training notifications and reminders without having to compete with the clutter of an email inbox.

### Training Notifications

- Employees will receive a sn they've been assigned a training they have registered

### Training Reminders

- Employees will receive reminder training five days before the smart notification will include training and the ability to learn right from the smart notification



## Time Off

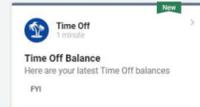
Provide employees with easy and quick access to their current time off balance.

Microapp- Streamline access to time off balances

- Provide employees with a persistent microapp that is always available to display their current time off balance

Smart Notification- Proactively send notifications

- Provide employees with a smart notification provides an at-a-glance view of their balance encouraging employees to take time off and focus on their well-being.



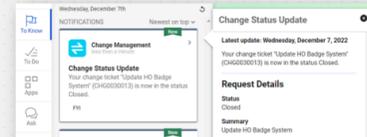
## ITSM & Change Management Notifications

Give employees quick access to information from popular ITSM systems like ServiceNow, Atlassian Jira, and Zendesk, to streamline the IT ticketing process.

Keep employees informed on IT Support Tickets

- Employees will receive smart notifications that inform employees on the status of their IT support tickets and change management, helping keep them informed as the ticket moves through different stages of the ticket and when comments have been added.

- Smart notifications are triggered when a ticket's status has been changed or a comment has been added.

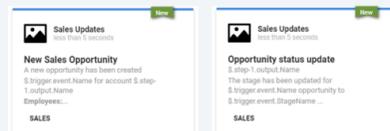


## Sales Opportunity Change Alerts

Alert employees when a sales opportunity stage has been updated.

Proactively alert employees of new sales opportunities and when current opportunities change

- The sales opportunity notification alerts employees when an opportunity stage has been updated and includes dynamic information from the opportunity such as amount and size.

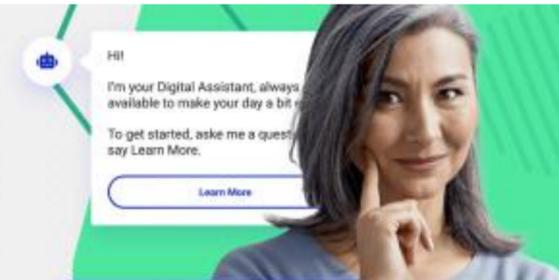


## Chatbot Q&A

Make information easy to find and improve knowledge management with personalized answers based on employee attributes from location to job function and more.

A natural language chatbot to help employees throughout their day for a various use cases

- From documents and policies to commonly asked questions, the chatbot is easily programmed to answer or direct questions across the enterprise.
- The chatbot includes a library of FAQ and a management interface makes adding new questions an easy task for your chatbot easy.



## Chatbot ITSM Ticketing

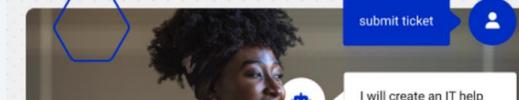
Streamline IT Support Case management

Create help desk tickets with ease

- Streamline ITSM ticket creation and resolution enabling employees to submit and manage desk tickets.

Update existing help tickets

- Not only can employees submit tickets but they can also check the status of a ticket, add existing tickets, and close tickets.

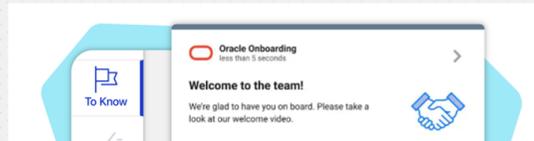


## On-boarding Communications

Create a workflow of communications to provide new hires with the right information when they need it.

Create custom notification: supporting resources to be felt welcomed, connected,

- Smart notifications can be customized frames throughout the on-boarding process
- The pre-built template includes a workflow for communications to be customized to the employee's first day, first week, and first month
- Include messages, links to resources, and more!



## Talent Mobility

Promote internal job opportunities to employees to increase talent retention and internal talent mobility efforts.

Job Posting Notifications

- Proactively send smart notifications containing new job openings that match an employee's career profile.



Out-of-the-box apps available for



Workgrid

Out-of-the-box apps available for



# Imagine: Conversation, AI, Information, Action

- Time off approval request
- Determine best time to send approval
- SCIM Get team members
- Check team members time off schedule
- Time off overlaps?
- Show teammates who are also out
- Submit request to approval system



Tue Jan 31  
Good morning, Robin!

You have 1 approval due today

Due today

Linnae Selinga has requested time off  
Thu, Dec 8

2 other teammates have upcoming time off

Review

Request time off Time off policy Upcoming

“Request time off...”

Tue Jan 31  
Good morning, Robin!

You have 1 approval due today

Due today

Linnae Selinga has requested time off  
Thu, Dec 8

2 other teammates have upcoming time off

Amanda Brady  
Thu, Dec 8

Douglas Givins  
Wed, Dec 7 – Fri, Dec 16

Review

Request time off Time off policy Upcoming

“Request time off...”

Time off request details

Linnae Selinga  
linnae.selinga@workgrid.com

Date  
Thursday, December 8, 2023

Time off type  
Vacation - FTO

Snooze

Reject

Approve

# Imagine: Conversation, AI, Information, Action

## Travel Insights

Connect to source system app

Source system knows about approved travel

Determine best time to send travel reminder

Get itinerary

Is travel destination near office location?

Add office info into notification

Check for access credentials

No access?

Include access form into notification

Requests access?

Submit info to Sharepoint form



**Your upcoming trip**

Mon, Feb 6, 2023

Boston **BOS** Seattle **SEA**

11:00 am 6h 34m 2:34pm

Flight AR 5890 Class Business

Are you visiting the Seattle office?



**Safeco Plaza**  
1001 4th Avenue  
Seattle WA

Building info Request access

Travel policy Request building access Wh

Show my itinerary..."

**Request Access**

If your office is not in the list, it means it is not on our centralized access control system, and your badge is still active.



**Troy Campano** n002345  
Employee  
Badge# 987-0254345

\* Office

Select an office

\* Start date 02/02/2023 \* End date 02/02/2023

Comments

Attach file

Submit Request

**Office Info**



**Safeco Plaza**  
1001 4th Avenue, Seattle WA 98154

Office Code: **001S**  
Conference Center: **Yes**  
Flex Space: **Yes**  
Floors: **4, 9-12, 37-38**

Learn more about this office

Get Directions

Request Access

**Access & Security**

You now have access to the Seattle office

Building info

**Your upcoming trip**

Mon, Feb 6, 2023

Boston **BOS** Seattle **SEA**

11:00 am 6h 34m 2:34pm

Flight AR 5890 Class Business

Find available desks to book in the Seattle office with Hotelr

Travel policy Request building access Wh

Show my itinerary..."

# Closing Thoughts

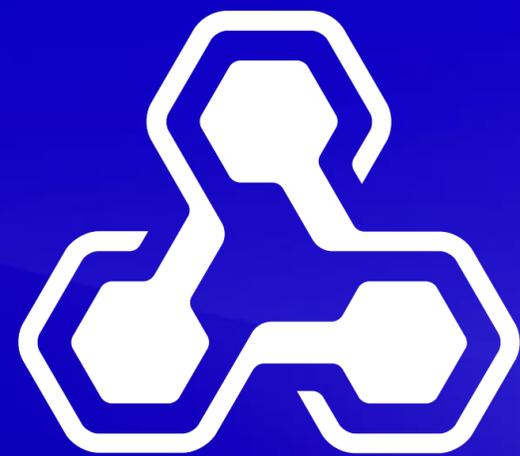
Let's Connect

# Thank You!

## Booth # 115

[hello@workgrid.com](mailto:hello@workgrid.com)  
[www.workgrid.com](http://www.workgrid.com)





# Workgrid