



Equipped for Transformation: HOW TO ELEVATE YOUR EMPLOYEE EXPERIENCE

Best practices for empowering employees in a shifting landscape



EMPLOYEE EXPERIENCE IS A GAME-CHANGER

“Customers will never love a company until the employees love it first.”

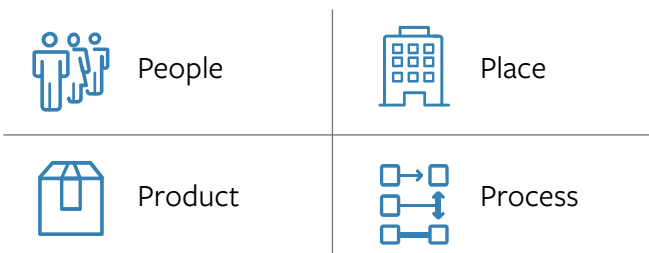
– Simon Sinek, best-selling author, leadership guru, and professor at Columbia University

It’s no secret that highly engaged employees make a dramatic impact on organizational success. “Employee engagement” is a buzzword for a reason: analysts and businesses alike have figured out that an engaged workforce translates to everything from a better customer experience to increased productivity to greater profitability. The question these days isn’t **if** to focus on your employee experience, but **how**.

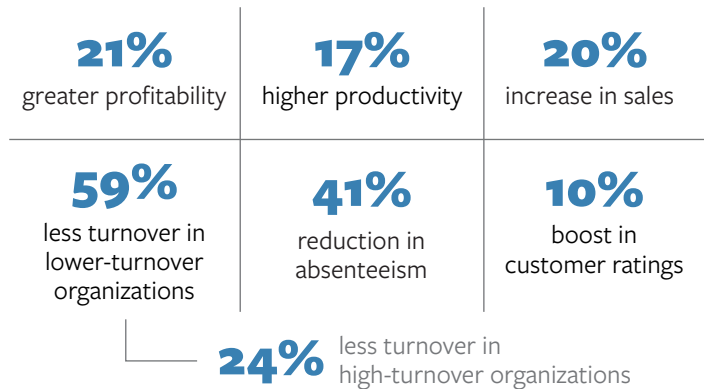
GREAT CUSTOMER EXPERIENCES COME FROM MEANINGFUL EMPLOYEE EXPERIENCES

Exceptional customer experiences start with employees who understand and care about the mission and vision of their organization. Employee experience is about more than artisanal coffee in the break room: it’s about creating and empowering a culture of people who want the best for their company, colleagues, and customers.

4 core components of employee experience:¹



HOW DO ENGAGED EMPLOYEES IMPACT THE BUSINESS?²



“MIT research shows that enterprises with top-quartile employee experience achieve twice the innovation, double the customer satisfaction, and 25% higher profits than organizations with a bottom-quartile customer experience.”³



PRIORITIZING PEOPLE IN A DIGITAL WORLD

Today's distributed work environments have made employee experience more important than ever. Employees need ways to connect to their colleagues and teams, whether they sit around the corner or around the world. They need the tools and support to do their jobs efficiently at home, in the office, or on the road. They need to be able to communicate and collaborate using the tools of their choice to unlock creativity, innovation, and inspiration. And they need a purpose-driven culture that trusts employees to do their jobs well, regardless of where and how they work.

Your employees need a digital workplace where their best work can get done.

“There is a 200 to 1,500% return on the initial technology investment after adopting a telework system.”⁴

A streamlined employee experience powered by a modern digital workplace doesn't only result in “soft” benefits like higher engagement. It can be a lifeline during unplanned business disruptions, from system outages to natural disasters to a crisis like the coronavirus pandemic. When you prioritize the employee experience, you give your workforce access to the critical people, systems, and applications it needs to do its job effectively and maintain continuity of operations.

That means your business stays up and running, no matter what.



HOW TO BUILD A BUSINESS CASE FOR EMPLOYEE EXPERIENCE

Your employee experience program can be approached similarly to customer experience initiatives, with a comparable framework and deliverables. Leverage these three steps to build an employee experience journey map to guide your EX efforts.

1. Identify key use cases.

Where does your employee experience currently break down? How can it be improved? What feedback have you heard from your employees?

2. Create user personas.

Who are your end users? What are their varying needs? Who is required to support your employee experience transformation?

3. Determine business outcomes.

What are your objectives and KPIs? How will you measure them? What is your timeframe?

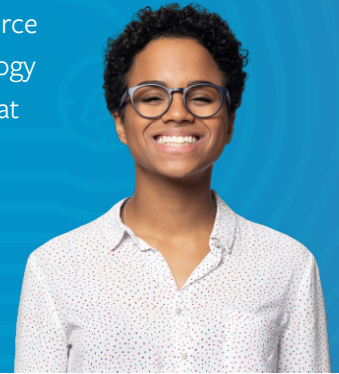
CHOOSING THE RIGHT TECHNOLOGY TO POWER YOUR EMPLOYEE EXPERIENCE TRANSFORMATION

Upgrading your employee experience isn't as simple as adopting a handful of digital tools. A truly effective digital workplace must be a strategic, integrated solution that meets your needs today and tomorrow.

- Intuitive, responsive, simple to use, and personalized to your individual users
- Easily integrated into current and future systems
- Mobile-friendly and omnichannel to support work anywhere, any time
- Fast, flexible, automated, and extensible
- Stable, secure, and persistent, regardless of location
- Fully scalable to meet current and future business requirements
- Intelligent and predictive, taking advantage of the latest emerging technologies

Today's employees expect their workplace to deliver the same intuitive platforms, interfaces, and interactions they experience in their everyday lives. As more digital natives enter the workforce and the digital IQ of older employees goes up, the gap between business and consumer technology gets smaller. To work efficiently, effectively, and in an engaged manner, people need solutions that feel like the apps they use at home — a seamless, unique experience that just “works.”

“93% of millennials cited modern and up-to-date technology as one of the most important aspects of a workplace.”⁵



WHAT DO YOUR END USERS NEED?

The technology behind your employee experience should enable your end users to focus on high-value work by making it easy to find what they need from the device of their choice — anywhere, at any time. That includes:

- A flexible, responsive, consumer-grade user interface
- Personalized experiences that provide the most relevant information to each user
- Intelligent, omnichannel self-service across your users' preferred channels, like MS Teams, Slack, SMS, and Skype
- A one-stop-shop, available 24/7, that extends service delivery beyond IT to lines of business like HR, facilities, and more
- The ability to seamlessly transition from virtual to live agents for maximum efficiency and productivity









EMBRACING THE COGNITIVE ENTERPRISE

The modern digital workplace uses emerging technologies, like artificial intelligence and machine learning, to provide fast, accurate service to end users while freeing up agents to do more valuable work. It's a critical piece of the cognitive enterprise that achieves:

- Conversational, personalized experiences extended by cognitive search and real-time translation
- Intelligent, prescriptive recommendations powered by predictive analytics and tone and sentiment analysis
- A seamless experience across Service and Operations through guided workflows and continuous work streams

WHAT DOES YOUR ORGANIZATION NEED?

Your digital workplace should empower your organization to meet the expectations of the modern workforce while shielding end users from complex back-end systems. That requires next-gen, automated, cognitive technology with capabilities like:

 Automatic classification	 Automatic assignment
 Ticket, incident, and email routing	 Automatic approvals
 Optimized workflows	 Intelligent swarming
 ChatOps	 Deep integrations

GO BEYOND IT

The ideal digital workplace allows lines-of-business to further augment the employee experience. Make sure your technology is easy enough for non-technical users, with features like drag-and-drop workflows, service bundling, and specialized bots.



WHY SaaS MAKES SENSE

An exceptional employee experience must be fast, flexible, agile, and powerful — which means the technology behind it must be, too.

6 reasons SaaS makes sense for your digital workplace:

1. Scalability

SaaS allows you to dynamically scale up and down based on your needs with an easy consumption-based model. It facilitates multiple systems to talk to each other, giving you the freedom to scale on-demand.

2. Reduced Costs

No more wasting time and resources on upgrading software and keeping hardware up-to-date. With cloud, your organization can focus on its core business and delivering customer value, not on managing software and hardware.

3. Security

Migrating to the cloud can be an opportunity to re-engineer, automate, and strengthen your security to reduce your level of risk. Public cloud providers also offer vast resources for protecting against threats — more than nearly any single company could invest in.

4. Compliance

SaaS-based tools and services are industry standard compliant, helping remove some of the burden of compliance. Solutions that automate compliance checking and remediation can further increase efficiency and productivity, allowing organizations to maintain audit readiness and shift skilled resources to other projects.

5. Faster Time-to-Value

Moving to SaaS enables faster upgrades and access to innovations for your users. That means your organization saves time and money, but also realizes revenue faster.

6. Flexibility

SaaS solutions give users access to business services while they're on the go, no matter the location, as well as automatic updates for the latest features and functionality. Cloud-based solutions make monitoring easier, too, so you can always keep control of your infrastructure.

BRINGING IT HOME:

The business benefits of a great employee experience, powered by a modern digital workplace

The best organizations care deeply about their employees while finding the right blend of tools to stay competitive in an always-evolving technology and infrastructure landscape. Fortunately, the right digital workplace solution supports your people while conveying proven benefits to the business.

- Align technology, processes, and people
- Minimize disruption during a crisis
- Support distributed work environments
- Reduce catalog sprawl
- Decrease volume of service desk calls
- Increase productivity
- Improve efficiency



BMC HELIX EXPERIENCE

BMC Helix Digital Workplace

BMC Helix Digital Workplace helps organizations step into the future of work by immersing employees in an intelligent, omni-channel experience to deliver services anywhere, any time, on any device.

BMC Helix Digital Workplace completely transforms the way services are both consumed and delivered across the enterprise, enabling your business to improve workforce agility, employee productivity, and the employee experience.



BMC Helix Chatbot

BMC Helix Chatbot makes it easy for employees to access IT information and services using natural language, across any channel they choose, without even leaving their current application.

BMC Helix offers superior experiences that improve employee productivity and business agility across both Service and Operations. Powered by AI, BMC Helix Chatbot guides users by making intelligent, relevant, and context-aware recommendations throughout a single request or work stream.



START TRANSFORMING YOUR EMPLOYEE EXPERIENCE

An exceptional employee experience requires the right people and the right technology. Give your workforce the tools they need to be engaged and effective with BMC Helix Digital Workplace.

Start your free trial >



SOURCES

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