

Leading with Employee Experience, Developing a Competitive Edge



“ Nearly all companies are navigating unprecedented change. Our world is changing. The workforce is shifting. Technology is transforming. Increasing competition for top talent requires greater focus on attraction and retention through experiences and approaches such as **design thinking** that meet evolving employee expectations. Organizations that implement an employee experience (EX) strategy and adopt human-centered design approaches to identify employee needs and aspirations, will realize the benefits of a more engaged, empowered, and productive workforce.

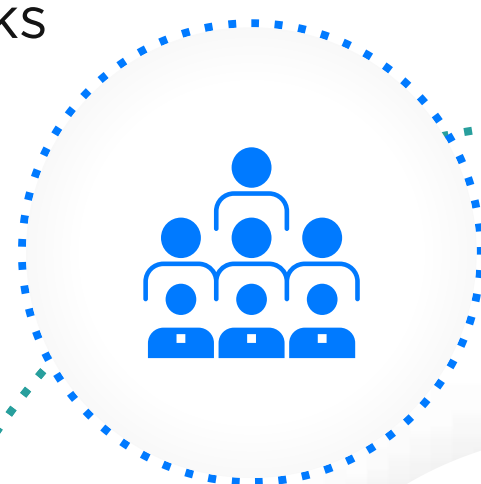


Common Challenges Manifest as Big Problems when Unaddressed

Organizations today are faced with numerous industry and technology challenges, and now, a global pandemic. And yet, there are challenges that tend to mount in maintaining **customer relationships** and offering **customer experience** while attention is placed in those areas land squarely with the employees.

01. Retaining Workforce

We are experiencing significant turnover related to our culture or we expect turnover when the market picks up. How do we determine the root causes and build a **retention and engagement plan** that gets results?



02. Motivating Employees

We need to build an **experience that motivates** our employees. This will be reflected in decision-making flexibility, autonomy, career development opportunities and recognition practices.



03. Early Vs Late

Employee experience often starts too late. **Attracting top talent** starts with promotion of a strong employment brand, a welcoming candidate experience and seamless Onboarding process.



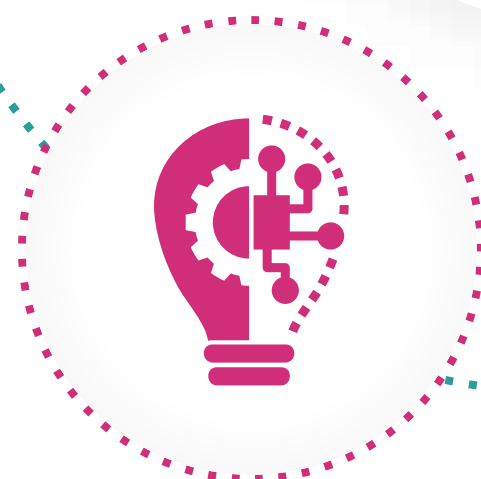
04. Need Better Data

How can employees have access **advanced analytics** to help make better, **real-time decision** and to **identify trends** and patterns that can be game changers for the organization?



5. Need Smarter Technology

Employees are too often frustrated by disparate technologies that are **inefficient cumbersome**, and **disconnected** from our smart devices.



06. Connecting Employees to CX

We need to connect our employees to our customer experience strategy and ensure they have the **right technology** and resources to **deliver the right experience** and **adopt a customer-centric** way of working.



Why Employee Experience?

People are an organization's greatest asset. While **customer experience** and **customer relationships** have always been at the forefront, and rightfully so, organizations that strive to create stellar employee experiences will realize improved organizational benefits and business results. This will be achieved through **greater creativity, productivity, collaboration, quality, innovation, performance, and stronger differentiation.**

4x

higher
average
profits

40%

lower
turnover

2x

higher
average
revenues

24%

smaller
headcount

Organisations
identified as
having **amazing**
EX have...

Employees have become **consumers** of the workplace

How employees experience an employer is fundamentally linked to **business performance** agility, growth and innovation

A focus on EX delivers **a brand promise** that resonates with employees and sustains a **culture of choice**

Building an Effective Employee Experience

A holistic, people-centered, and **design thinking**-backed approach to EX can put organizations on the path to competitive advantage by connecting people with business outcomes— employees gain a fulfilled work life, organizations gain committed brand champions. Everyone wins.



Employee Journey

Fulfilled work-life and committed brand champions



Case Study:

EX and Workforce Transformation



Objectives

- Scale a finance organization to meet increasing demand while avoiding increases in operating costs
- Retain and engage talent by addressing gaps in leadership, process, and technology
- Achieve efficiencies and enhanced performance



Solution

- Conduct a holistic review of the employee experience, including current state culture, processes, roles, ways of working, incentives, and leadership behaviors
- Use a strategic mapping process to create a vision for the desired experience and conduct a gap analysis
- Deliver and execute an EX-focused roadmap to achieve program objectives



Outcome

- 20% productivity lift through technology automation and efficiency gains
- 3-5-point increase in engagement for teams that participated in EX transformation
- Streamlined processes resulting in 98% reduction in processing time, \$800K tax credit, and an estimated \$6 million savings over five years
- Cost avoidance of 12 FTEs while freeing up current staff for more strategic work

Case Study:

CX + EX Strategy



OBJECTIVES

- Center a regional utility company and their employees on customers through a new “Journey to Amazing” 2020 plan
- Make the company a “best place to work”
- Ideate and roadmap customer experience concepts through employee **design thinking workshops** and sessions
- Establish a CX program and customer advocacy team led by top-notch employees



SOLUTION

- Facilitated five employee offsite workshops focused on customer relationships, communication, products and services, technology, and outreach
- Sessions included cross-functional group of employees, including care center, sales, billing, finance, and marketing



OUTCOME

- Three consecutive years voted ‘Top Workplace’
- 7 pain points removed by implementing a new ‘Welcome Experience’ to improve customer onboarding process
- Empowered employees to provide a more consultative relationship with customers based on transparency
- **CX program** and advocacy team to serve as a gateway to bridge gaps in improving the customer experience

Case Study: Salesforce Transformation

- Sales teams in the life sciences industry need to be aware of the latest drugs and formulations coming out of the research labs
- Success in sales is a function of capability and outreach efforts
- A futuristic experience for sales teams to build capabilities, develop healthy competition and stay focused on the goals

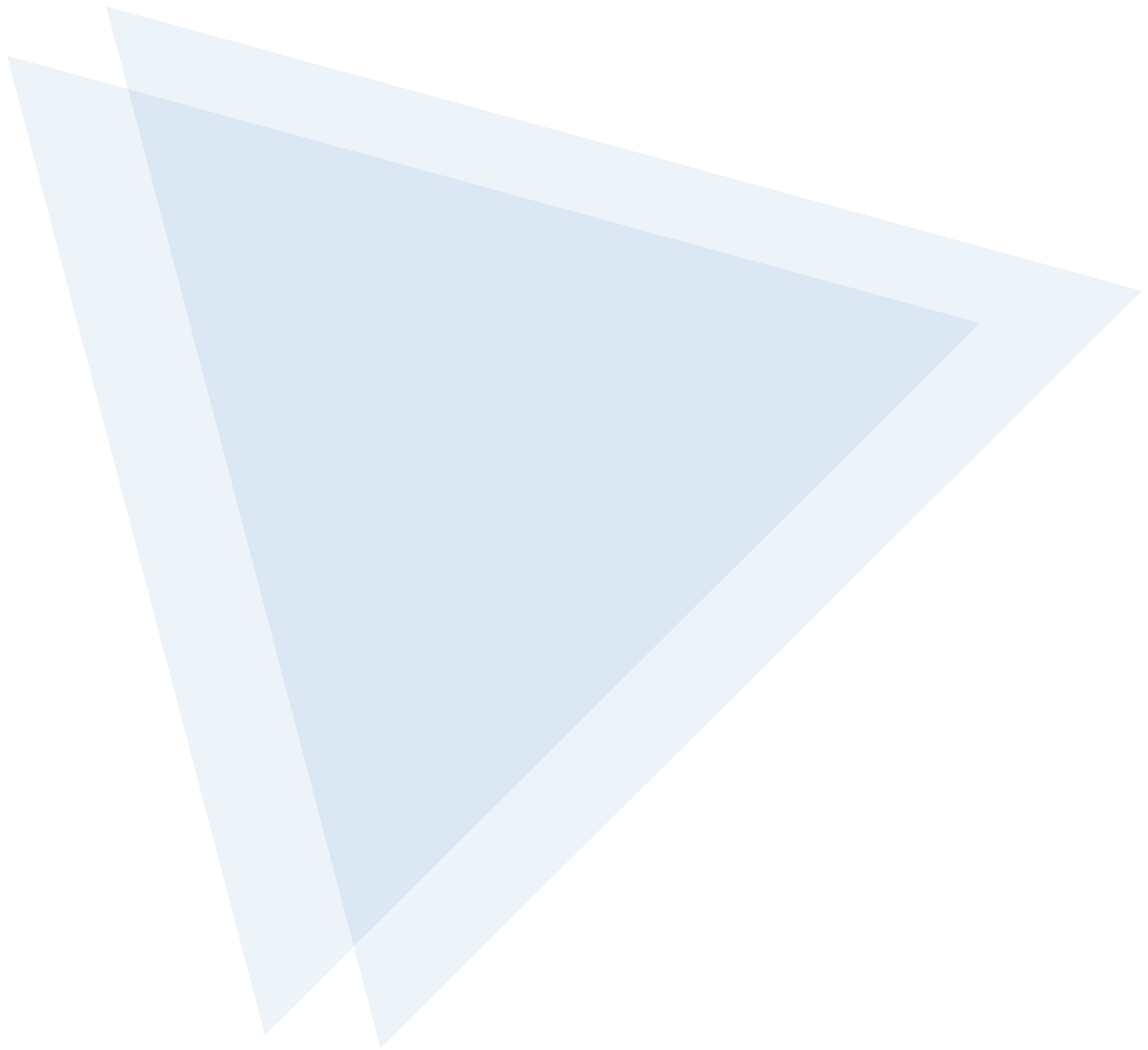
- Ease of learning through short, on-demand learning modules and design thinking workshops
- 40% reduced transactions operational footprint is reduced by easy access to metrics, drug information, and goal orientation
- 150+ transactions analyzed resulting in eliminating redundant activities, improved adoption of learning modules, and more focused sales interactions
- Team interactions ensure healthy competition and cross-team learning

OBJECTIVES

SOLUTION

OUTCOME

- Conducted design thinking workshops to develop a deep understanding of field sales users—metrics, tasks, and motivations
- Developed a learning approach that can be used while on the move in short bursts of time and focus; customized based on HCP and patient categories
- Analytics to track the improvement in sales metrics based on trainings and efforts



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