

# Digital Employee Experience

## 3 keys to a successful project

It's no secret: The competition for attracting and retaining skilled employees is stronger than ever. As organizations compete for top talent, employee experience has become a significant factor in both acquisition and retention. Empowered employees deliver business success—everyone wins when you bring out the best in your organization's employees by elevating the digital employee experience.

There are opportunities to maximize employee engagement across the entire employee lifecycle, from pre-hire to onboarding, to remote work (from home or during international travel), to lost or stolen devices, and even offboarding. Responsibility for many of these lifecycle moments spans multiple departments—so employee experience projects present an opportunity for IT to collaborate with other teams.

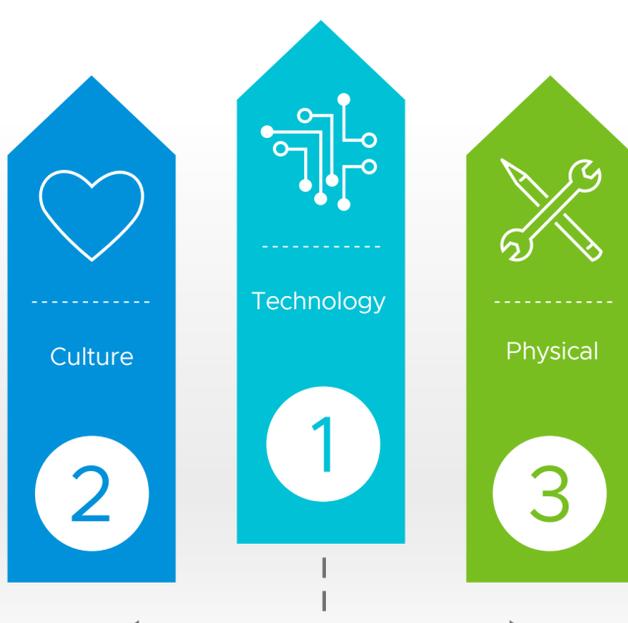
In a recent global survey<sup>1</sup> of employees, and HR and IT professionals over 6,000 respondents agreed:

IT and HR need to rethink employee experience together



## Technology Is Central to Employee Experience

Employee experience is comprised of three pillars:



Because technology contributes significantly to both culture and physical experiences, it plays a central role. For example, while a remote work program reflects company culture, it's technology that provides the support to give workers what they need to be successful from anywhere. Similarly, part of what makes a great conference room (physical) experience is the ability to easily connect, share, and collaborate—supported by technology such as smart boards or the ability for a device to recognize when you are in the room and connect you to the presentation.

## Before You Start: The 3 Foundations of Success

As you identify your first employee experience projects, ensure success by putting the following three elements in place.

1

### A deep understanding of employees' pain points

Think about an employee who wants to complete a critical task on a mobile device, in an environment out of the office. Is your organization offering a consistent and productive experience? This is just one example: No employee experience project is one size fits all. Start with a clear understanding of the type of project you're undertaking (recruiting, onboarding, work from home, reconfiguring your physical workplace?) and a specific vision of what your people and organization need. Direct employee input will give you valuable insight to planning next steps.



2

### The right stakeholders

Ownership of the employee experience moments you want to transform often spans multiple departments. Savvy IT groups take care to secure buy-in and commitment from all teams with a stake in the outcome: whether HR, Operations, Finance, Physical Security, or any other group.



Respondents who think responsibility should be shared, and believe HR should have more responsibility for improving the digital experience<sup>2</sup>



Respondents who report that HR have at least some responsibility in improving the digital experience for their organization's employees<sup>2</sup>

3

### A shared goal or measure of success

Once you have buy-in, ensure your success by identifying a specific, measurable goal that all the different stakeholders can align on and work toward as a team. Engaged employees are more productive employees, so make sure that your goal centers around how you can provide engaging experiences.



89% of respondents believe HR and IT could work better together to improve the digital experience

## Ready, Set, Go!

Once you've got the data, stakeholders, and goals in place, you're ready put your plan into action.

As the leading digital workspace provider, VMware Workspace ONE<sup>®</sup> can provide the foundation for your next employee experience initiative—enabling you to deliver engaging, and productive experiences across the entire employee lifecycle.



#### First Day

Simplified onboarding including out-of-the-box device enrollment and delivery and access to applications on the day the user starts



#### Work Day

1. Single sign-on (SSO) experience and device flexibility
2. Delivering real-time company information, notifications, and optimized workflows and tasks in an over-saturated world
3. Self-service and virtual assistant



#### Last Day

Removing access to corporate data and applications while maintaining the integrity of the user's own applications and data on personal devices

## Take the Next Step

Employee experience presents a great opportunity for organizations to differentiate themselves and take their business to the next level. The VMware Workspace ONE<sup>®</sup> digital workspace platform gives you the tools to make your organization's next employee experience project a success.

Get started with Workspace ONE and bring out the best in your employees.

Want to better understand the value of Digital Employee Experience?

CONTACT SALES

READ THE RESEARCH REPORT

<sup>1</sup>Accenture, "Employee Experience Reimagined," Patricia Feliciano, Alex Laurs, 2017.

<sup>2</sup>Source: Vanson Bourne in partnership with VMware. Global survey of 6,400 employees, human resources (HR) and information technology (IT) decision makers. Spring 2019.