Employee Experience:
Everything You Need to Know

WHITEPAPER

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Every company invests in customer experience, but as organizations increasingly recognize people as their greatest assets, they're beginning to see the importance of investing in employee experience as well. In 2022, competition in all major industries is at an all-time high. With that said, skilled and talented employees are likely to have multiple employment options. It has become that much more important to provide a decent work experience for employees, or they may leave, causing you to lose valuable talent. Therefore, it's crucial for organizations to do their best to ensure that employees are provided with the best possible experience while working.

What Is Employee Experience?

Employee experience is the journey an employee takes with your organization. It starts from the beginning, from the moment they apply for a job to the day they leave. It includes every interaction that happens along the employee life cycle, plus the experiences that involve an employee's role, workspace, manager, and wellbeing. It can significantly affect productivity, motivation, and overall employee morale. Ultimately, it is the company's responsibility to ensure the employee experience is a good one.

Why Is Employee Experience Important?

Designing a powerful employee experience is now one of the main priorities for human resources and other professionals, as it can have a significant impact on many aspects of an organization. Many companies recognize this influence, which is why nearly **80%** *of executives rate employee experience as very important.*

Areas Affected by Employee Experience:

Engagement

When employees are provided with a good work experience, they are genuinely driven to work every day, leading to higher engagement. Employee engagement is the measure of the relationship between employees and an organization. Most companies measure and aim to improve their employee engagement since it's highly correlated with turnover and with how much effort their people are likely to put into their work. It's one of many major results that stem from a good employee experience.

Recruitment

Nowadays, the majority, if not all, of job seekers look for information about companies they are interested in working for online. The rise of review sites and people sharing their experiences online clearly demonstrates the desire of employees to know what their possible experience will be like at an organization. This is why having a strong employee experience is critical. Without one, negative reviews, word of mouth, and reputation will definitely chase away potential talent for your organization.

Retention

Today, we are seeing more and more people leaving companies early in their tenure. In fact, according to research, around **10% of people were leaving within six months of starting a new job.** This is highly due to employees not having a good experience at the start of their new jobs, making them want to look elsewhere. A proper and engaging introduction into an organization, through processes like onboarding, can make a considerable difference regarding their productivity, perception of the company culture, and, most importantly, their desire to stay.

Strong Employee Experience Can Result In...

4x Higher Profits
2X Higher Revenues
40% Lower Turnover

Bottom Line

Lastly, providing a great employee experience can have a significant impact on your organization's bottom line. An analysis of over 250 global organizations found companies that scored highest on employee experience have four times higher average profits, two times higher average revenues, and 40 percent lower turnover compared to those that didn't. In other words, investing in a great employee experience ultimately does pay off.

Key Milestones of Your Employee Experience

Now that we understand the areas that can be significantly impacted, let's take a dive into the key milestones that make up employee experience. The following three stages are important parts of the employee lifecycle. By drawing attention to these stages and gathering enough data at each one, you'll be able to gauge what can be done better and enhance employee experience at your organization overall.

Recruitment Stage

This stage is critical because it's the first impression a candidate makes when you introduce your company and its culture and try to establish trust with a potential hire. The candidate experience during this stage is also the perfect opportunity to ensure people become advocates for your organization. Regardless of whether they join your organization or not, it›s very important to ensure everyone has a pleasant experience with your company and is left with a good impression because anyone can become an advocate for your company. Getting feedback at this stage is a great opportunity to improve both the process and experience people have when applying to work at your organization.
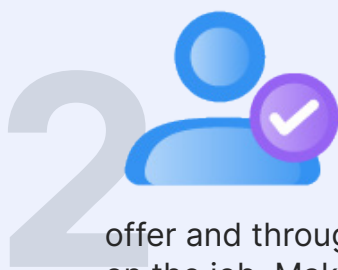
Onboarding Stage

An onboarding process should be designed to get new hires ready and integrated into the organization smoothly. This stage is very important, as it can have a significant impact on an employee's tenure. It starts when a new hire accepts your offer and through a new employee's first weeks, months, and even their first year on the job. Making sure new hires feel welcome, ready for the job, and easily integrate into the company helps ensure they have a good employee experience at this stage. What a new employee feels about your organization when onboarding will be the impression they have when deciding if they see a future for themselves with you. Getting feedback at this stage not only helps improve your onboarding process but also identifies any gaps or inconsistencies in the knowledge and training of new employees.
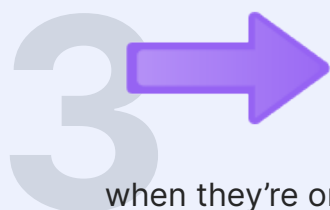
Exit Stage

No matter how much effort you put in, inevitably, employees will leave your organization at some point. Especially since the average tenure at organizations is on the decline, it's more important than ever to stay engaged with employees, even when they're on their way out. It's important to make sure that each employee leaving your organization has a smooth exit and remains with a good impression, as they can still be your advocates. Having exit interviews and exit surveys allows you to better understand the reasons behind an employee's decision to leave so you can make necessary adjustments to reduce turnover in the future and also show them that their feedback is valued up until the very end.

How to Create a Good Employee Experience

An employee experience strategy is essential for evaluating every stage of employees' journey in order to identify issues and enhance the experience. Stages of employees journey's need to be designed in a way that fits employees and meet their needs. Whether you already have an employee experience strategy in place that you want to improve or you want to build one, before designing an experience, it is important to understand what makes a good employee experience.

1. Make It a Part of Your Culture

When designing an employee experience strategy human-centric approach needs to be built into the organization's culture and core company values. Making people the priority and seeing them as the most important assets a company can have is an absolute prerequisite for building a successful employee experience strategy. The culture you create is what motivates or discourages your employees. The culture of an organization stems from its values, attitudes, practices, and mission and is experienced every single day, so it's crucial to make it as positive of an experience as possible.

2. Assess Your Management Strategy

The next important step is to evaluate the current management strategy you have in place. In this step, it is important to take into consideration the three most important areas of employee experience: **the cultural environment, physical environment, and technological environment.**

- **Cultural Environment:** How employees feel when working at an organization, which is impacted by the organizational structure, leadership style, compensation, benefits, etc.

- **Physical Environment:** The physical space that includes anything that can be seen, heard, touched, and tasted by employees at work, like desks, chairs, equipment, office interior, meals, etc.

- **Technological Environment:** How employees feel about the tools they have in order to do their jobs, including the user interface, mobile devices, desktop computers, etc.

The best way to evaluate your employees' current experience and how they feel about these 3 aspects is by listening to them. Establish two-way communication between you and your employees by creating focus groups, having one-on-one meetings, or sending out employee surveys and asking them questions such as:

- *Do you feel like our company culture aligns with your own values and beliefs?*

- *Do you feel like you get clear directions from your manager?*

- *How would you rate your relationship with your manager?*

- *Are you satisfied with our current career development initiatives?*

- *Do you feel like you have all the necessary equipment needed to do your job successfully?*

- *Do you find technologies that our organization uses intuitive and easy to use?*

- *Is there any other technology that would make your working experience better?*

Gathering feedback from employees is crucial when it comes to enhancing the employee experience. If you want to fix something, you have to know where to look first, and your employees can direct you there. Utilize technology you have to help you collect feedback by sending mobile-friendly surveys that can make collecting feedback much faster and more efficient.

3. Understand Your Employees

In the same way, marketers have to understand their buyers; employers need to better understand their employees. As today's workforce is multigenerational, from baby boomers to Gen Z, it is very important to understand their differences in order to provide more personalized workplace experiences.

To better understand your employees, it is best to engage with employees from different departments of different ages, backgrounds, and seniority levels. For instance, you can ask these different groups of employees about what motivates them at work and what drives them to do their best. While younger generations may be more driven by career development opportunities, older generations may be more motivated by financial stability and work-life balance. Based on the insight you receive, you can better understand your employees and provide them with more personalized employee experiences, such as benefits they actually need and want.

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Technology with the power to transform HR

sales@zenhr.com

KSA +966 54 129 8521

UAE +971 58 816 7685

JOR +962 6 577 7500

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