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VISION TO VICTORY

CREATING EXPERIENCES YOUR EMPLOYEES WILL LOVE

Digital Employee Experience (DEX) describes the digital technologies and tools employees engage with in the workplace.

Ideally, DEX should make it easier for employees to do their jobs, but a lot of times, it ends up undermining efficiency and causing frustration, which leads to poor user adoption.

While many companies invest heavily in creating excellent digital experiences for their customers, they are unable to do the same for their employee experience. As a result, employees have to do the best they can to serve customers using suboptimal digital tools.

60% of workers are frustrated by new software.

67% of employees agree that digital experiences in their personal life are better than their digital experiences at work.

A strategically designed DEX drives productivity, boosts employee satisfaction, and ultimately delights customers. In fact, companies with compelling workforce experiences enjoy **12% greater customer satisfaction and 2.3X higher revenue growth rate**.

Unfortunately, many organizations fail to reap these benefits because they don't fully understand their employees' needs, which prevents them from providing the right experiences.

Employees often have to manage too many digital tools, navigate cluttered interfaces, make do with systems that don't align with their workflow, and spend so much time hunting for information across multiple disjointed systems.

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OUR 5-STEP PROCESS TO DESIGN A WORLD-CLASS DEX

1

RIGOROUS RESEARCH AND INSIGHT GATHERING

We learn how your employees actually interact with the tools they use, including instances where they must resort to manual processes because technology has failed. Our goal is to observe and understand the friction points in your process.

2

STRATEGIC DIRECTION & JOURNEY MAPPING

We use tools like journey mapping to ensure organizational alignment and foster effective change. Once we are aligned and the proper research is conducted, we begin developing the solutions you need to improve employee engagement, satisfaction, and performance.

3

COMPELLING DESIGN

We actively involve employees in the design stage through user testing. Their input helps us create systems and tools that align the employee experience with the customer journey.

4

STATE-OF-THE-ART EXECUTION

Our team includes over 600 highly experienced engineers who work closely with our design experts, ensuring that the vision for a better DEX is brought to life precisely as intended.

5

SMART OPERATION AND EVOLUTION

We develop metrics that help track the impact of your new DEX. Tracking the impact helps you iterate and improve on the solution as the needs of your company and workforce change.

OUR SOLUTIONS DELIVER ROBUST RESULTS

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INNOVATING A NEW JOURNEY FOR PAYROLL PRACTITIONERS

ADP wanted to enhance their flagship payroll product for small businesses so they can better meet the needs of the small business owner or employee handling payroll and taxes. Leveraging insights from observational research, we created a more streamlined digital journey and user interface that provides a clear process flow for users.

Outcomes:

Highly successful new product for payroll processing

Strong adoption rate

EMPOWERING AGENTS TO DRIVE BUSINESS OUTCOMES

Avis Budget Group's agents were having issues using the interface at their rental counters, resulting in low adoption. We conducted on-the-ground research to gather insights and designed a new interface that was more intuitive and aligned with the agents' actual workflow.

Outcomes:

Increased adoption of new interface

Higher upselling rate

MODERNIZING THE HR EXPERIENCE FOR EMPLOYEES

NBCUniversal wanted to replace their seldom used legacy HR portal with a custom, modern, and intuitive system. Working with multiple NBCUniversal business units, we designed and built a dynamic, interactive, mobile-friendly portal that provides real-time employee data and allows new features to be introduced for years to come.

Outcomes:

Outstanding adoption of new HR portal

Deeper employee engagement

START YOUR DEX TRANSFORMATION TODAY

Unlock intuitive and empowering experiences for your employees. With our five-step approach to crafting a user-centric Digital Employee Experience, you can boost employee satisfaction, drive up productivity, and ultimately deliver memorable services to win the love of your customers.

Take the first step to a better employee experience. Let's talk.

BOOK A MEETING NOW