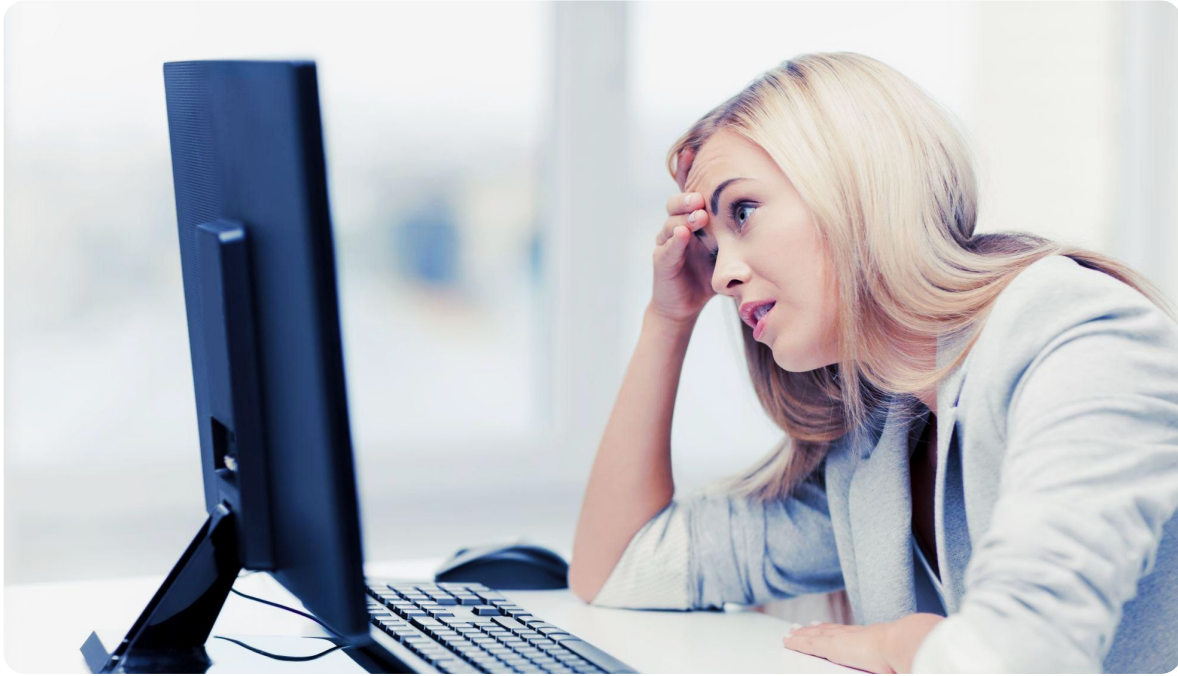




CREATING EXPERIENCES YOUR EMPLOYEES WILL LOVE

AUGUST 2023



The Challenge of DEX

The term "Digital Employee Experience" (DEX) describes the digital technologies and tools your employees interact within the workplace. Ideally, your DEX should provide a seamless way for your team to do their jobs – but that isn't always the case.

Some of the most common problems with Digital Employee Experiences that drive down productivity and drive up frustration include:

- Employees need to interact with multiple disjointed systems, but don't have an integrated dashboard view of the information they need.
- Systems do not align with the employee's actual workflow.
- Employees have a hard time finding or even being aware of the tools they need.
- Employees don't have access to the information they need to service customers.

According to research conducted by Gartner:

60% of workers are occasionally or frequently frustrated by new software.

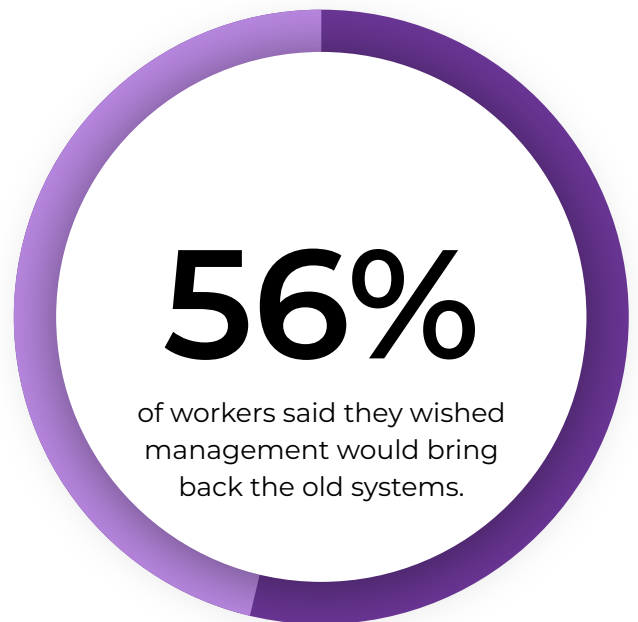
56% of workers said they wished management would bring back the old systems.

It's easy to empathize with these responses. We have all experienced the pain of being asked to use a new system that is clearly inferior to the old system.

The solution isn't moving backward.

The solution is a DEX that allows your employees to focus on delivering excellent customer service.

*Research conducted by Forrester showed that just half (**53%**) of sales professionals said that the digital systems they are required to use to do their job actually added to their productivity.*





The Power of a Strategically Designed DEX

Developing the right DEX always starts with understanding what your employee needs to perform at their best.

That insight will help you create the right experience for your employees, whether it's a custom interface that best aligns to their actual workflow, or dashboards that give them the information they need at a glance without a lot of extra "noise."

The right solution increases productivity, reduces frustration, and ultimately delights your customer, who is getting better service from your employee.

Creating a better DEX can also involve developing solutions that make enterprise-wide technologies like Salesforce and other systems easier to use – and as a result, more likely to add value. Too often, companies invest in expensive technology that sits unused simply because it is too cumbersome or confusing.

These interfaces CAN be integrated and made better – and when employees have a better experience, so do the customers they serve.

We use our 5-step process to design a world-class DEX for our clients.

The FROM approach to Employee Experiences is rooted in the same philosophy as when creating Customer Experience. It puts your actual users at the center of the process through observation and a focus on reducing friction and increasing effectiveness..

STEP 1

Conduct Research & Gather Insights

In this stage, we learn how your employees actually engage with the technology they use, rather than how they are “supposed” to engage with it, including points where they must engage in manual processes because technology has failed. Our goal is to observe and understand the friction points in your process.

STEP 2

Strategic Direction & Journey Mapping

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

STEP 3

Design

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

STEP 4

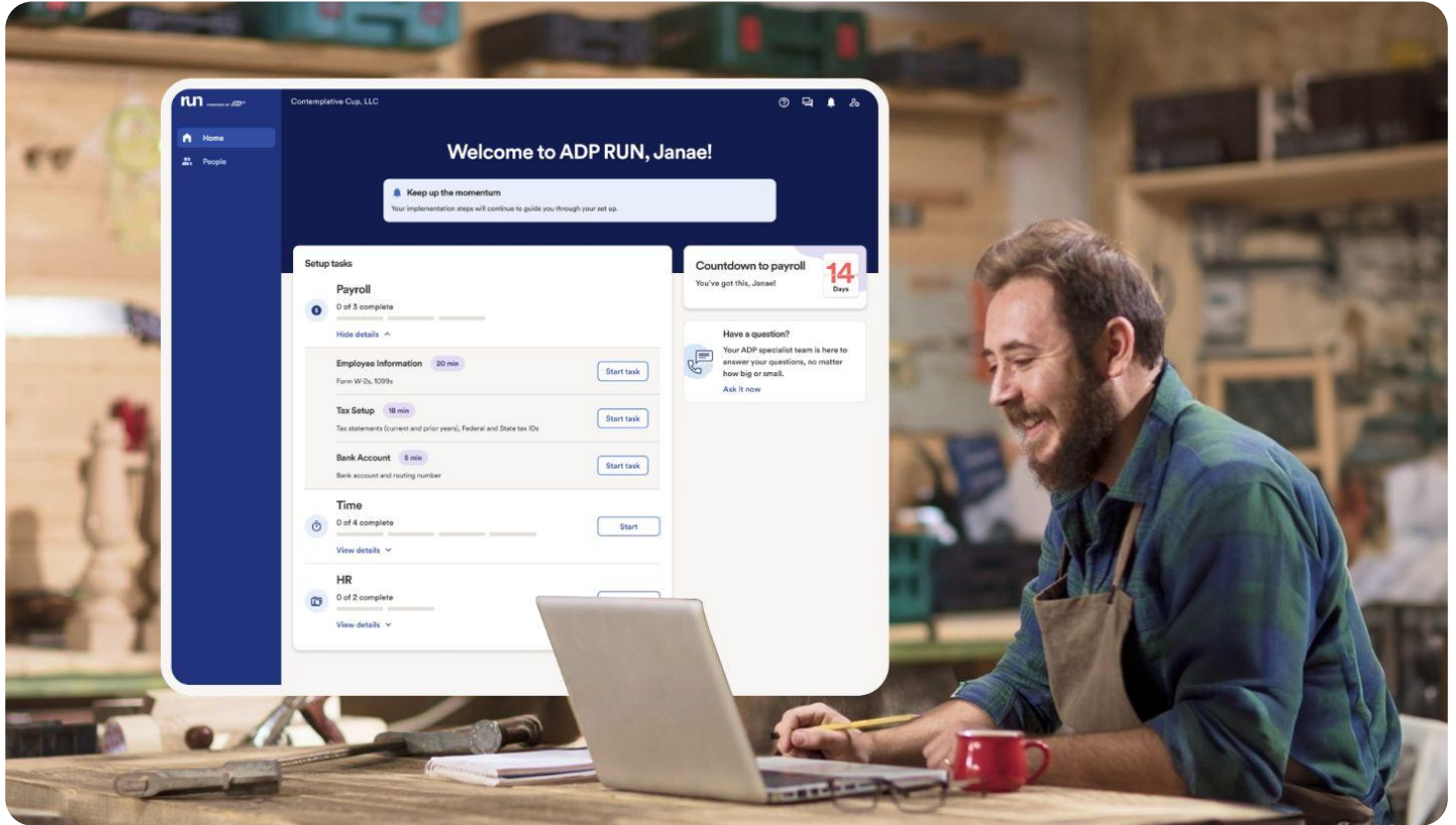
Execution

Our team includes over 600 highly experienced engineers that closely collaborate with our design teams, ensuring that the vision for a better DEX becomes reality.

STEP 5

Operation

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



FROM & DEX in Real Life



ADP wanted to reimagine their flagship payroll product for small businesses in order to optimally meet the needs of the small business owner or employee handling payroll and taxes. FROM conducted ethnographic research with a variety of small business types and sizes to really dive into how they undertook their payroll processes and where the points of friction were.

Based on these insights, FROM envisioned a new digital journey and user interface for processing payroll based on creating a clear flow that guided the payroll practitioner directly on the task at hand with clear to-do's and without the clutter of extraneous functions that were for another time. The new product has been highly successful and adoption is extremely high.

Additionally, FROM conducted research with the ADP Sales and Implementation teams in order to design new dashboards that bring together information from multiple tools and systems to greatly simplify their day to day work experience and ability to support their customers by having all the information and tools they need at their fingertips, as well as where each customer is in the sales and onboarding cycle.



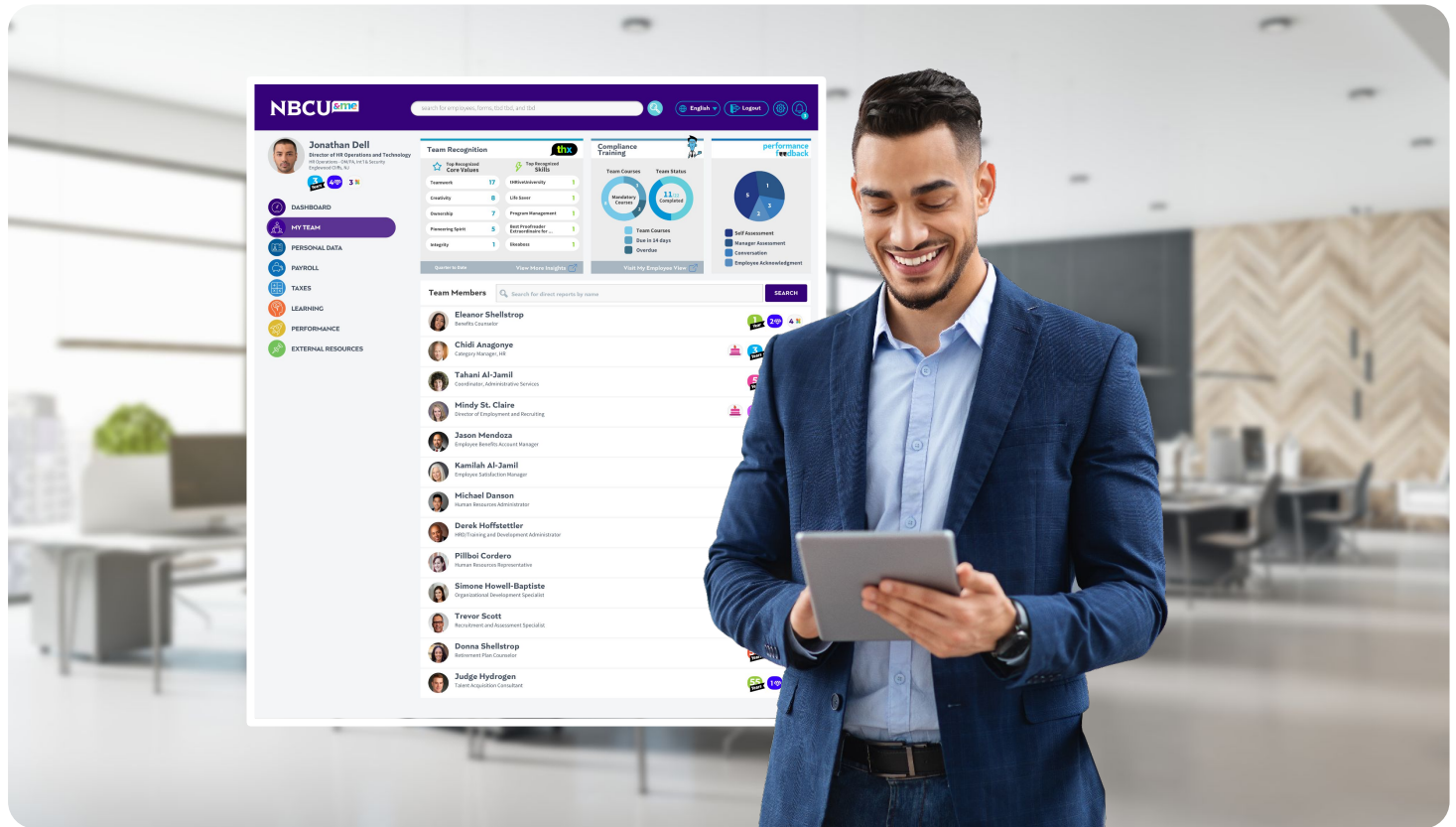
FROM & DEX in Real Life

AVIS[®]

As the digital Agency of Record for Avis Budget Group, FROM was asked to design a new interfaces for the agents at the counters to replace the old “greens screens”, but that would be efficient for the agent to use and enable them to better serve the customers. Past internal attempts at this had faltered and resulted in poor adoption, and FROM was asked to help.

As always, FROM began with the employees themselves. By standing at rental counters with the agents in a number of different locations and observing exactly how interacted both with their systems and with their customers, the FROM team was able to gather the insights on exactly what would be important to the agent . For example, agents needed certain information to pop for them at a glance on the screen, and needed something that did not really on a mouse so they wouldn’t have to take their eyes of the customers to use it.

The new interface that FROM designed resulted in high adoption, was easier to learn, and made it easier to upsell to customers resulting in strong business results for Avis.



FROM & DEX in Real Life

NBCUniversal

NBC Universal wanted a custom, modern, and intuitive HR Dashboard that would replace a little-used legacy system. The new system needed to provide global employees and managers with a single source to view and edit all their HR related information such as banking, taxes, learning, performance, rewards, etc, in an easy to user interface that would promote self-service and deeper connection.

FROM teamed with multiple NBCU business units to design NBCU & Me, a dynamic, interactive tool with enhanced functionality. The new mobile-friendly portal provides real-time employee data and insights alongside an extensible back-end infrastructure that allows new features to be introduced for years to come.

NBC employees globally are delighted with the new portal that makes their HR interactions so much more effective, and adoption of the portal has been an incredible success.