

3 steps

Improve your
employee experience





The employee experience is all the new rage. The up and coming term is being used more and more and is the newest thing in the world of HR. We'll tell you all about it in this whitepaper.

1 What is it?

3 How do you improve the employee experience?

2 What is the added value?

Clients do not come first, employees come first. If you take care of your employees, they will take care of the clients. This is a well-known statement by Richard Branson, the founder of the Virgin Group. He was stunned that so few companies focused on the wellbeing of their employees within their management strategies. Because as Branson sees it, happy employees equal happy clients. An unhappy employee can irrefutably damage the company's reputation by simply having a conversation with the clients.

What is the employee experience?



Happy employees are a key ingredient in achieving success as a company. That simple argument explains the popularity of the term employee experience. It caters to a win-win scenario.

The employee experience is a simple add up of all the experiences an employee has within a company, from the moment they arrive till the day they leave. Various international research has shown that employee experience has become a huge trend. Take for example Deloitte who have shown that almost 80 percent of the CEOs consider employee experience to be essential. Approximately 20 percent have successfully implemented a positive employee experience.

2 What is the added value of a positive employee experience?

A positive employee experience has two important advantages: you retain your talent instead of constantly investing in recruitment. This keeps your company agile and future orientated.

Advantage 1: Retain talent instead of attracting talent

50 percent of experiences had by an employee that leads to them leaving a company could be affected by the employer. By recognising particular issues and taking action sooner rather than later, you could prevent premature resignation. This is hugely important considering the current job market is plummeting and the

battle for talented professionals has commenced. It is for this reason that it would be wise of companies to focus not only on recruiting new talent, but on creating a positive employee experience as well. This closes the escape door, encouraging employees to stay. It's cost efficient, more constructive and retains knowledge within your company.

A positive employee experience prevents talent from resigning prematurely!

→ Replacing an employee costs your company between 50-150% of the annual salary your departing employee received.

→ If a new employee is still there after their first 90 days, then chances are they plan on staying long-term with your company which means they will offer a substantial contribution to the success of your company.

Advantage 2: Investing in agility

The working world is ever evolving, at a faster speed now more than ever. We are currently dealing with digitizing and robotizing work, the rise of flexible employment relationships, the ageing workforce. But there are going to be more interesting innovations coming our way during the next few years. For example, they are currently working on creating augmented reality, where real time images are enriched with animated imagery. This will mean that people can carry out repairs themselves easily or need fewer mechanics. Or even surgical operations in hospitals will be completely different. Or 3D printing, making everybody less dependent on suppliers. All of which game-changers that can change our daily lives tremendously and effectively influence the business model of entire sectors in just a flash. How can you, as a company, best adapt to this changing situation? How can you safeguard the progress of your company?

The only way is keeping your finger on the pulse. Both internally (what is going well and what could be better) and externally (what is happening on the market and what do my customers want). And who better to do so other than your very own employees? They have a front row seat of what is going on. That's why smart companies wish to know everything about their experiences and ideas. A positive employee experience is the foundation for this. This portrays you as a more attractive employer and guarantees that your employees will keep you up to date on the changing needs and wishes that your customers might have.



“When we identify that our customers are requesting products outside of our assortment, we discuss these matters during our work meetings. Sometimes, we find that more colleagues are experiencing similar situations. It is at this time that we realise that action must be taken and review our assortment with a critical eye and verify whether or not it has become outdated.”



3 How can you improve the employee experience?

A positive employee experience starts with noticing your staff and taking them seriously. Who are your employees, what is it they seek? At what stage is he or she in their career? What is needed to be more satisfied and work more constructively? What about tomorrow? In a year? Maybe even five? Take for example a new employee. What they really need is thorough training when starting in a new position. This aids them in becoming up-and-running sooner. A senior employee might just want to be more involved in organisation-wide projects, in order to stay challenged. Or maybe they want to

brainstorm about the future needs of the most important clients. In order to be able to influence the employee experience positively, it is essential that you request feedback during the most important moments during their career. These important and memorable moments create the employee journey. This is the journey an employee took throughout your company. The elements of each journey can differ depending on the company or industry, while the phases getting onboard, progress & promotion and exiting are always the same:

- **Getting onboard:** the onboard and training process of a new employee at a company. From interviewing to the first few months in service;
- **Progress & promotion:** the progress of the rest of the employee's career in the company;
- **Exiting:** an employee's departure. For example to another company.

The first few months in a new position are crucial for the continuance in an employee's career. Aside from that, it helps their engagement and increases their productivity. The feedback however, of a departing employee is also valuable. Why are they leaving and how can you improve as a company. Was it because of the lack of career opportunities, the culture or leadership within the company? What tips can they give you to help improve your company?



Assessing the employee journey in itself is not the goal. But it helps determine the moments where the company can have a positive influence on the employees. During the employee journey you can request feedback from your employee at various different moments. For example about the onboard process, the cooperation within a team or important company topics. By doing so you can implement positive change before it is overdue, based on the insights of your very own employees. This will give them the tools they need to continue, satisfied and valued. This technique creates an agile, innovative and successful company.

In a nutshell:

reach a positive employee experience in 3 easy steps

1 Take employees seriously:
what do they require to be
satisfied employees

2 Assessing the employee
journey: onboard, progress
& exiting

3 Request feedback during
the most important contact
moments and grow as a company

How can Effectory help you?

Would you like to improve the employee experience? Do you want professional help gathering feedback from your employees during important moments in the employee journey? Then we would love to help! Below you can see a list of our specialised feedback tools. Feel free to contact us should you have any questions or need more information.



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