Employee Experience Derives Employee Satisfaction & Employee Engagement

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Abstract: Employee experience can be understood as overall perceptions of employees about their interactions with an organization and what they feel over the course of their employment journey. Employee experience gives clear picture of how employees are satisfied & engaged in an organization.

To understand employee experience feedback program should be designed. Organization should capture employees experience w.r.t to recruitment, induction, training and development program, working environment & incentives. Employee experience depends on organizations challenges, strength, needs and goals. Smart organization understand very well that providing a comprehensive employee experience that follows entire journey of employees and asking them for feedback at each key milestone of employment cycle benefits organization from product quality to strategic thinking.

Companies like LinkedIn, Apple, Adobe have shifted their investment from employee engagement program to a more holistic approach, these companies realized that its time to start looking at each stage of employee's life cycle that will give the overall employee experience.

Keywords: Employment Journey, Prosperous Workforce, Retention, Productivity

1. INTRODUCTION

Employee satisfaction, employee engagement & employee experience are three HR hot buttons, organization can build three areas at same time by focusing on employee experience. Employee satisfaction and employee's engagement are outcomes of employee experience.

Employee satisfaction is focused on an emotional state of happiness and how satisfied employees with their overall work experience.

Employee engagement focused on energy, passion and commitment of employees towards work. Employee experience is focused on both employee satisfaction and employee engagement so, employee experience derives employee satisfaction as well as employee engagement.

Annual survey of delloite found 80% executives rate employee experience as high on their agenda. Innovative companies look employees themselves for inspiration. **Cisco, IBM, GE, Airbnb** have used hackathons to collect employee ideas and designed new approaches to performance management, workplace design, rewards and benefits.

2. WHY ORGANIZATION SHOULD ASSESS EMPLOYEE EXPERIENCE?

Retaining employees is more challenging than ever before, today the average tenures shrunk to five years and will continue getting shorter, particularly among millennials. To really understand how people, feel about their experiences with your organizations there is need of information from the source. Employee experience survey is the way to understand employment cycle of employees from recruitment to exit.

Feedback from employees will help to build picture of what attracts employee and make them retain in an organization.

Organization do employee experience survey to increase productivity, employee satisfaction, employee engagement and retention.

2.1 Key stages of employment cycle:

2.1.1 Recruitment process:

Asking candidates to give feedback shows care of organization, it is the great opportunity to improve recruitment process and it gives good experience to employees also. organization get feedback from those who are selected and those who are not selected or not accepted offer letter. Recruitment process reflects the employer brand.

2.1.2 Onboarding stage:

According to new study from Kronos Incorporated, onboarding is a critical weakness for a large number of organizations that stalls new hire momentum and threatens to disengage enthusiastic employees during their critical first weeks on the job. Getting feedback at this stage help to identify gaps in knowledge and training which can fed into talent management plan.

More than three quarters **76% of HR leaders** say onboarding practices are underutilized at their organization. More than **55% of organizations** say they do not measure the effectiveness of onboarding programs.

2.1.3 Exit: Exit surveys help organization to understand the reason behind decision of leaving an organization and organization so that organization can reduce regrettable churn.

3. TRENDS FOR BETTER EMPLOYEE EXPERIENCE

Based on feedback from 8500+ customers and recent global employee experience research, here are five trends:

3.1 A shift away from "more familiar feedback" to an increase in the right feedback at the right time: Feedback is deciding to the employee experience, a scattershot approach is not sufficient companies are adopting the true silver bullet, so to speak: collecting and giving the correct feedback at the right time. When organization build programs that collect and distribute feedback at critical moments, leadership can impact real change within their organizations.

3.2 The employee experience will be everyone's business: New technologies allow companies to change critical employee experience insights across their organizations. Managers can now easily collect frequent and actionable insights for their teams during multiple points of an employee's life cycle. That ware initially sole responsibility of HR now organization enables managers and individual to act on their experience data, or "x data", individual & managers will adopt employee experience.

3.3 Diversity and inclusion will require Org-Specific strategies That Derive Results: Companies are discovering that the failure to establish inclusive and various work environments today has legal, financial, and social consequences. In upcoming year diversity and inclusion strategies will be widely adopted across all industries and workplaces.

3.4 Employee data become implicit, not just explicit: In 2018, organizations will continue to utilize their obvious data around employee experience as they also begin leveraging data sources that provide inferred signals of underlying attitudes and emotions.

3.5 Employer branding will be critical: Online platforms like LinkedIn, Glassdoor, and monster put powerful tools in the hands of candidates and have turned interviewing and hiring process into a more dynamic affair, many companies have failed to setup their games when it comes to talent acquisition.

4. HOW TO IMPROVE EMPLOYEE EXPERIENCE?

4.1 Communication : Employees are key stakeholders there should be transparency, sharing good and bad news of an organization should be done with employees , purpose and value should be communicated overall there should be open communication. The executives team should talk to employees and get to know what derives them.

4.2 Improved Technology: Outdated tools and technologies show lack of commitment , advanced tools and technologies should be provided to employees to get their job done in easy way.

4.3 Provide opportunities for learning and growth : Organisation should provide proper training and development program there are many online tools for example udemy help in development of skills**.**

4.4 Feedback : Organisation should ask for feedback about key touchpoints of employee cycle ie. Experience of recruitment, induction , training and development program. Recruitment, induction and training and development have a significant impact on retaining top talent as well as attracting new employees.

4.5 Happy and healthy work environment : Organization should provide happy and healthy work environment by offering wellness, fitness programs and recreational activities. There should be interaction with employees on regular basis to understand what they want from organization.

5. APPS, TOOLS AND TECHNOLOGIES TO MAKE BETTER EMPLOYEE EXPERIENCE

- **Performance management app**: Performance management products include feedback tools that has emerged from vendors such as BetterWorks, Reflektiv, Highground, Zugata.

- **Wellness app:** Companies that want employee retention and high productivity should focus on workplace wellness.

Some of the wellness app which encourage employee's wellness are:

- **Keas:** It enables employees to set custom wellness goals and objectives, helps to improve mental sharpness by taking quizzes and playing mind stipulating games.

- **Endomondo**: It is a social fitness network it helps employees to track their fitness and health statistics.

- **Hot seat:** This app motivates employee to take work break, Hot seats targeted large companies, which gives reminders to employee to take some time for fitness also. This app provides a whole slew of activities you can do, like playing games with co-workers.

5.1 Power Nap App:

- Engagement and feedback app: There are many feedback app that like tiny plus, We thrive, Week done, Qarrot, Culture Amp. With these apps organization can drill out areas where employees are unhappy and organization should work on how to make positive working environment to increase retention, and hive positive employee experience.

- Employee Service platforms: Todays dynamic business environment need smart systems to manage employee, it helps company to increase employee engagement, employee satisfaction that means positive employee experience.

6. WHAT MAKES EMPLOYEE EXPERIENCE A CHALLENGE?

Improving employee experience is not easy for companies operating in a highly competitive global economy. Organization needs to update its tools and one of the most important factor that makes employee experience a challenge is that many organization didn't prioritize employee experience and not assigned responsibility to HR leaders to design and deliver employee experience.

7. CONCLUSION

If organization wants prosperous workforce, happy customer, high retention, positive outcome then should not ignore employee experience, poor employee experience naturally results in poor outcomes. Employee experience can be improved by good technology, honest dialogue, by making every moment count and by asking for feedback in every key milestones of employment journey. There is no need to invest more to achieve good employee experience but to invest more time in listening to emotion will give positive employee experience.

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