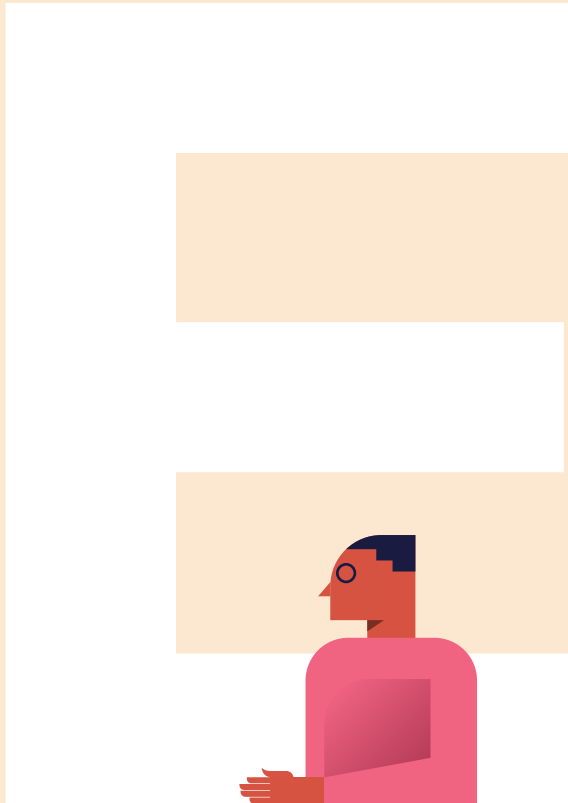




Shaping employee experience in the new world of work



Executive summary

HRs across all industries have experienced a massive paradigm shift within the last decade. Unlike the traditional one-size fits all approach, organizations are now investing in highly specific strategic roles to shape the overall employee experience and focus on improving workers' day-to-day experience.

In this briefing, we'll look at what employee experience is, how it has become an HR challenge, and specifically how technology can help businesses create that ideal experience.

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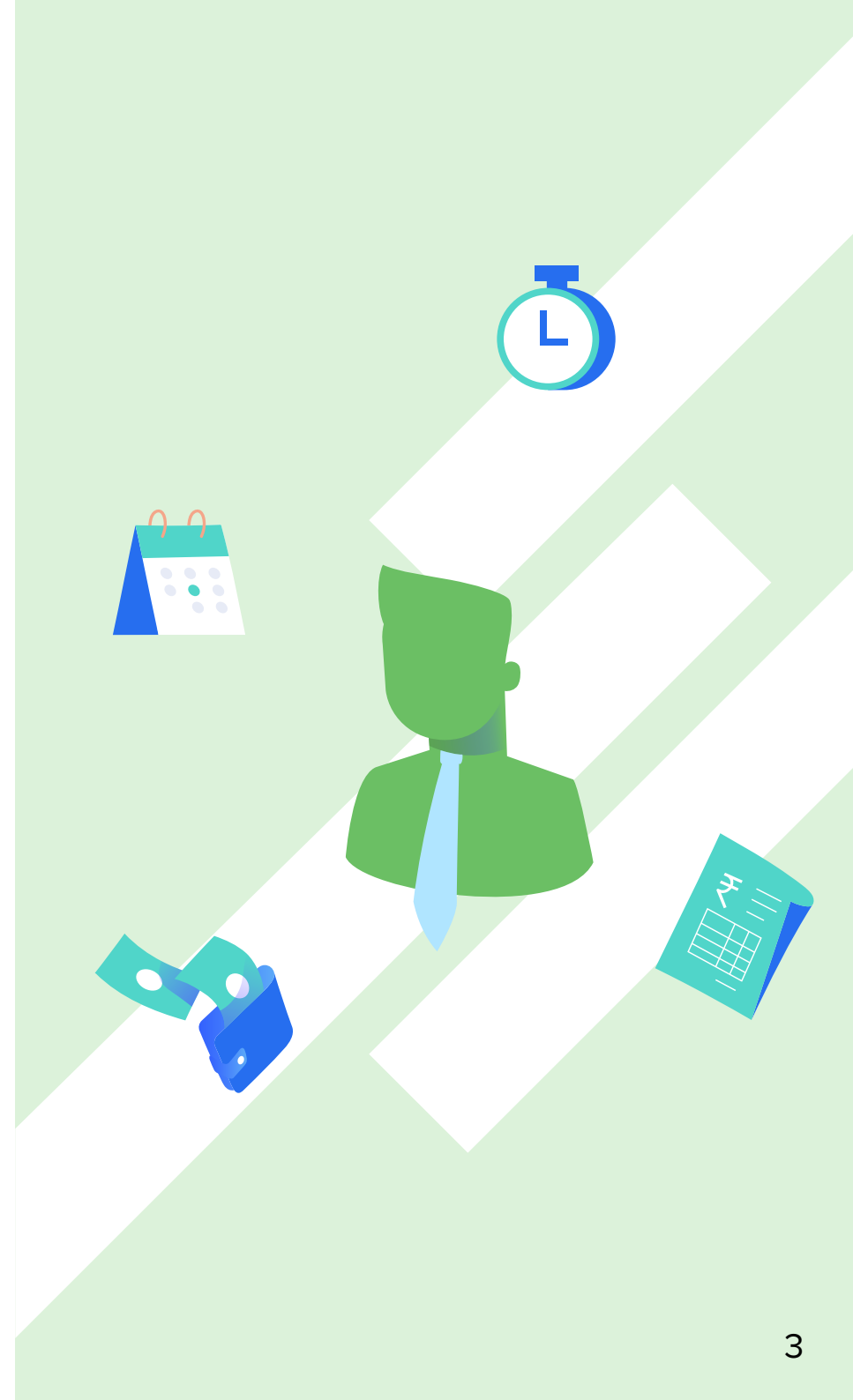
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Employee experience, an evolving HR challenge

Businesses need to set themselves apart from their competition to attract the best employees. At the heart of this challenge is employee experience, which is one of the main priorities for HR departments right now. In Deloitte's human capital trends survey, 84% of respondents rated this issue as important, and 28 percent identified it as one of the three most urgent issues facing their organization in 2019.

It's easy to see why. MIT research shows that enterprises with a top-quartile employee experience achieve double the innovation, double the customer satisfaction, and 25 percent higher profits than organizations with a bottom-quartile employee experience.

Thus, one of the most important challenges for HR professionals is to create employee experiences that engage and satisfy employees from recruitment to exit.



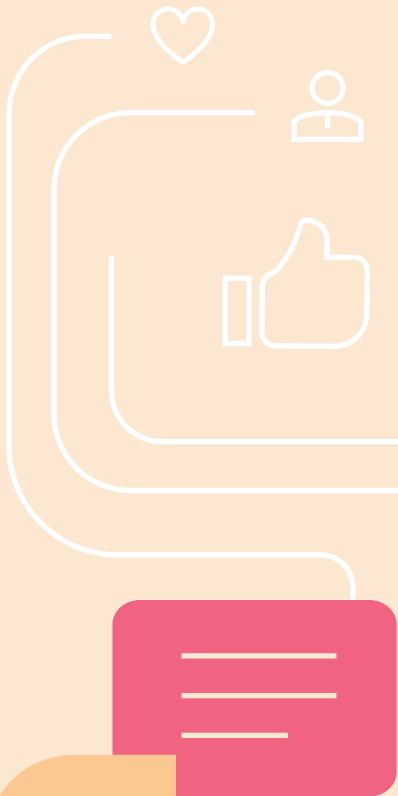
So, what is employee experience?

It is a set of perceptions that employees have about their experiences at work in response to their interactions with the organization. In simple terms, it's what an employee goes through in their daily life.

For example, it can include a traffic-jammed commute to work, or the way a supervisor responds to a request to work from home, or a seat that has a calming, inspiring view, or having a great mentor in your team.

What is certain is that the employee experience, impacts the larger goals you've set for your organization and the people who will help you achieve it. A positive employee experience could motivate your employees to get out of bed on a rainy Tuesday morning, while a negative one

might make them consider calling in sick—or start looking for another job. A consistently good employee experience means that your company is likely to see the best, most engaged, most productive side of your employees. For businesses to achieve this, they need to deeply understand how employees are connected to the employer.



Understanding the dynamics of employee experience

Experience is the product of the cultural, technological, and physical aspects of your organization.

Cultural

Cultural experience is the way an employee "feels" at work in relation to what's expected of him or her. It's the aura given off by a company's structure, hierarchy, and leadership. It includes traditional work factors like compensation and benefits, but as employee values have shifted over time, it's become increasingly important to look beyond a living wage and benefits when considering employees' cultural needs.

Physical

environment is everything you can see, hear, smell, touch, or taste: your desk and chair, the temperature and air quality, the art on the walls, and the lighting. These factors all affect employee concentration and directly influence the well being, performance, and productivity of your people. Physical environment is crucial for desk-bound employees who spend long hours inside their organizations. Therefore people in charge of designing work spaces need to make certain that they offer a motivating ambiance that promotes creativity and productivity.

Technological

environment is all about the tools an employee uses to do his or her job. It might consist of the mobile devices and cloud software used to work remotely on business trips, or [the uninterrupted network connectivity that keeps the office running. From the each employee's offer letter email to the last day they work for you, you've got to find creative ways to facilitate communication, collect and share feedback, and—perhaps most importantly—make data actionable.

The need for technology to personalize employee experience

“

Health food outlet, B.GOOD Restaurants, is a great example of a brand that is effectively engaging their employees to improve customer loyalty. B.GOOD created an ordering app for customers to use in store. When co-founder Jon Olinto told employees that their pictures would be on the landing pages of the app, employees reportedly “reacted to the news with huge smiles and infectious

– B.GOOD Restaurant

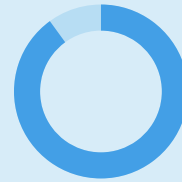
The immersive experience that they offer keeps people coming back for more. In this section, let's focus on four crucial touch points of an employee's life cycle that can be significantly improved through technology:

- ✓ **Recruitment**
- ✓ **Talent Management**
- ✓ **Payroll**
- ✓ **Expense Management**

Recruitment

Just like the first impression in an interview, the first touch point of an employee with the organization is critical. Employees now look for more than just a satisfactory pay check—they care about organizational culture, work policies, benefits, and more. Candidates start their due diligence about the company even before they set foot inside the interview hall. A well-planned recruitment process offers a chance to personalize the experience and influence how an employee feels about the organization right from the very beginning of the employee journey.

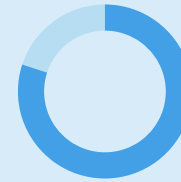
What do the numbers say?



90%

of job seekers say that it's important to work for a company that embraces transparency.

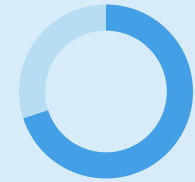
(Glassdoor U.S. Site Survey, January 2016)



80%

of millennials look for people and culture fit with employers, followed by career potential.

(Collegefeed, March 2014)



69%

of job seekers say that it's important to work for a company that embraces transparency.

(Glassdoor 2016)

How cloud technology can drive recruitment

Cloud-based ATS systems help you source the right candidates faster. From posting jobs to receiving applications and reviewing candidates, you can automate most of the tasks that take up your time, at scale.

By scheduling automatic response emails for those who did not make the cut, you still communicate that you value their time and effort. This improves the transparency of your process and ensures that the candidate still considers your brand for future opportunities.

Cloud-based systems are easy to integrate with one another. This means that when you bring an employee on board, you can empower them to find out all they need to know about their employment and your

organization in one place. You can also track the assets you've allocated to them, and coordinate all of their IT needs so they can get started with their work quickly and efficiently.

Talent management

Once an employee hits the ground running with his day to day responsibilities, it's up to the talent management team to shape their experience. Apart from routine work, employees love organizations that invest in them on three fronts: learning, continuous feedback, and rewards for their efforts. If all these components are seamlessly merged into the employee's journey, the benefits to the organization are immense.

Statistics hub: learning, continuous feedback, and rewards

On learning

According to LinkedIn's 2019 Workforce Learning Report, **94%** of employees say that they would stay longer at a company that invested in helping them learn.

According to research by Buckminster Fuller, continuous learning ensures that human knowledge doubles every **13 months**.

In a study conducted by Udemy, **70%** of employees agreed that corporate training can help people block out distractions and focus.

On continuous feedback

70%

of the organizations surveyed by darwinbox have implemented continuous feedback, while 60% plan to leverage the benefits of continuous feedback within the next year.

73%

of organizations believe that continuous feedback will drive improved performance.

86%

of feedback conversations were initiated by employee request.

On rewards and recognition



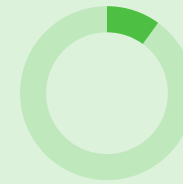
88%

of employees surveyed by globoforce at companies with a value-based recognition program describe their overall experience at work as positive.



41%

of companies that implement a recognition program have seen increases in customer satisfaction because employees are more likely to go the extra mile.



14%

of companies that implement a recognition program have seen increases in customer satisfaction because employees are more likely to go the extra mile.

The technology advantage for talent management

Managing skill gaps, making continuous learning possible, retaining your workforce and empowering them to take on more challenging roles are all made possible by a well thought-out human capital strategy. However, with the right technology, you can breathe life into your organization by executing smart strategies efficiently and at scale.

Enabling on-the-go learning through the cloud

The real difference of a cloud-based system is that it allows employees to learn at their own pace, wherever they are.

Managing skill gaps, making continuous learning possible, retaining your workforce and empowering them to take on more challenging roles are all made possible by a well thought-out human capital strategy. However, with the right technology, you can breathe life into your organization by executing smart strategies efficiently and at scale.

By making learning modules accessible from everywhere, and on any device, you allow your employees to quench their thirst for knowledge and constantly upskill, reskill and reinvent themselves. You can also invite your HR administrators to view each employee's learning journey. This creates a rich talent pool, and helps your HR staff to make better decisions by choosing the right employee for each project.

Rewards and recognition

From leaderboards to milestone event celebrations, cloud-based systems can enable real-time updates, rewards redemption, and company-wide social messaging to spread appreciation employee accomplishments.

A connected cloud workplace is a powerful platform for co-workers, managers and customers to provide instantaneous recognition for an employee who has demonstrated outstanding competency, value or skill.

Recently many organizations have creatively engaged employees by providing online gift options for employees who reach a certain reward category. Cloud-based systems facilitate easy integration with many leading vendors such as Amazon for business.

Cloud-based continuous feedback and evaluation

The value of continuous feedback depends on how easy it is for employees to initiate discussions with the lead or manager. Cloud-based systems allow you to implement feedback systems in which employees can initiate conversations from anywhere using mobile or voice-based feedback.

These powerful systems allow you to deliver pulse surveys and measure engagement for a better real-time view of the employee experience.



Payroll

You do not have to speak to your CFO to know that payroll is one of the chief contributors to your operations cost every month. As an operational area that is deeply tied to your employees' morale, payroll must be accurate to the last dollar. It's also a department where employees interact with your technology consistently, whether they're submitting CTC included reimbursements and investment proofs, or just viewing or downloading payslips. This makes the payroll department a prime candidate where technology can really make a difference.

What do the numbers say?

2 mistakes

Is the maximum number of mistakes employees tolerate in their pay check before looking for a job switch.

37 Percent

of millennials look for people and culture fit with employers, followed by career potential.

200 crores

In 2018, a renowned restaurant chain was fined for noncompliance to statutory laws, which eventually led to unannounced job cuts across the organization.

How cloud-based payroll systems can solve these challenges

Automated payroll systems

With tightly integrated cloud-based payroll systems, you can automatically factor in all the moving parts that influence the computation of an employee's

salary. This allows you to distribute accurate, password-protected gross-to-net payslips including a thorough breakdown of earnings, taxes, allowances, and deductions. With the ability to apply custom one-time or recurring deductions, you can adapt to virtually any last-minute changes made by your payroll department.



2 Driving digitization across data and processes

Through self-service portals, employees can submit their reimbursement claims, tax-saving IT declarations, and corresponding proofs effortlessly. Real-time comments eliminate communication delays, helping your staff process employee requests faster. Employees can even access all of these features when they are on the go, with mobile apps.

3 Eliminating non-compliance risks

20,000 regulatory changes are no problem for a cloud-based system, where a single update to the central server can bring all users up to the

most current compliance options. This frees up your entire HR and payroll departments and gives your whole organization greater peace of mind.

4 Bank integrations

Paying your employees on time is something that is implicitly expected, but hardly noticed until something goes wrong.

Cloud-based systems have incredible flexibility to integrate with multiple banks, which empowers employers to send employee salaries directly to their bank accounts through scheduled payments— on time, every time. These revolutionary integrations even keep employees in the loop through automated notifications. Automating these small elements ensures that your employees have a smooth, reliable experience with your organization.

Business expense management

Expense management is another crucial area where technology can have a massive impact on employee experience. Employees put in significant effort to submit expenses to their travel and expense management solution. Outdated or manual processes means delays in verification and reimbursement.

What do the numbers say?

GBTA in their research report revealed the tedious, time-consuming and delayed process of reimbursements that led to employees feeling frustrated.

Ambiguous policies

50%

of respondents stated that their company's expense claim policies were very unclear, making the whole process tedious.

Time-consuming

67%

felt its the actual process of preparing the expense report using the company's expense claim system that takes up much of their time.

Delayed reimbursements

45%

of people with business expenses experience personal cash flow issues because of delayed reimbursements.

How AI can solve these problems

Automated claim submissions:

Manual expense reporting leaves your travellers and travel team bogged down with heaps of receipts and spreadsheets. Your employees have to save their paper receipts to record their expenses, while your finance team sifts through piles of paper to verify and approve them. All this paperwork makes the process slow and error-prone.

With an automated expense management system in place, your employees can capture the receipts using their mobile phones and upload them directly to the expense application for the finance team to review. This saves everyone time and eliminates sources of error.

Faster reimbursements:

The best reward for an employee who complies with the travel policy is prompt reimbursement. However, the fact that most finance teams have to manually check multiple expense reports every day before reimbursing them tends to delay the process.

AI can help the finance team here by auditing and auto-approving compliant expense reports. This ensures faster reimbursement, which is the best incentive for correct submissions.

Automatic policy adjustments

Nobody enjoys being flagged for policy violations, especially if they had a valid reason for their purchase. If an employee books accommodations at a price that exceeds the allowed limit, but the AI-analysed data shows that there are no cheaper hotels available in their destination city, then the policy is automatically adjusted to reflect the price of travel in that particular city at the given moment. This saves the employee the frustration of defending an obviously reasonable expense.

Your takeaway

Look out for your employees' satisfaction, just like you do for your customers. Creating a satisfying employee experience turns your staff into evangelists for your organization and boosts your reputation as an employer. Modern technology offers new ways to shape every crucial touchpoint of your employees' experience, so that they feel that they belong to their workplace. In return, they'll offer you their maximum productivity and their best work every time.

About

Zoho is the operating system for business—a single online platform capable of running an entire business. With **45+ apps** in nearly every major business category, including sales, marketing, customer support, accounting and back office operations, and an array of productivity and collaboration tools, Zoho is one of the world's most prolific software companies.

Zoho respects user privacy and does not have an ad-revenue model in any part of its business, including its free products. More than **50+ million users** around the world, across hundreds of thousands of companies, rely on Zoho every day to run their businesses, including Zoho itself. Zoho Corporation is privately held and profitable with more than 7,000 employees. Zoho is headquartered in Austin, Texas with international headquarters in Chennai, India. Additional offices are in Pleasanton, California (U.S.); Renigunta, India; Tenkasi, India; Yokohama, Japan; Beijing, China; Singapore; Queretaro, Mexico; Byron Bay, Australia; Utrecht, Netherlands; and Dubai, United Arab Emirates. For more information, please visit www.zoho.com

