

EMPLOYEE EXPERIENCE E-BOOK:

3 REASONS

Why the Employee Experience
Should Matter for Companies

WHY EMPLOYEE EXPERIENCE?

Employee experience is coming up more and more in HR and business circles. While the term employee experience is fairly new — a similar concept, customer experience, has been around for a while — some people will equate it or confuse it with employee engagement. Employee experience is more than engagement, though.



Employee Experience Defined: Everything an employee will experience in connection to their employment, whether it happens in, around, or because of work.

WHY PRIORITIZE EMPLOYEE EXPERIENCE?

For some organizations, employee experience is also a philosophy that helps them prioritize what to work on, and it can help drive employee engagement.

“Mark Levy, former head of employee experience at Airbnb and a trendsetter on this topic, described employee experience as, “Anything that sets employees up for success or improves our culture should be a part of employee experience.”



That’s great in theory and you might agree, but why should your organization be giving more thought to employee experience?

In this e-book, we cover three reasons why it should matter for you and your organization



REASON NO. 1:

A NEW RELATIONSHIP BETWEEN EMPLOYERS AND EMPLOYEES

The social contract between employers and employees is changing, and it's changing fast. In the past, companies and employers assumed they would be working together for a long time. People would routinely work with a single company from initial hire to retirement, and people being employed for two to three decades was the norm.

Now? Well, it's obviously different. With shorter periods of employment, the employee experience is changing.



In this new paradigm of work, employers need to act differently.
Employees won't wait around for their gold watch on their 25th anniversary.

Instead, employers should be looking at offering things like:

- ★ Short- and long-term development opportunities
- ★ Direct appreciation in the moment
- ★ Direction, tools, and resources to help them succeed quickly

+

An experience that's strategically aligned can help employers and employees succeed in the right amount of time.

Similarly, employees need to provide value sooner than ever for their organization by learning new skills and picking up new work quicker, as well as giving candid feedback and responding to direction from employers.



REASON NO. 2: EMPLOYEES' VOICES ARE LOUDER THAN EVER

Think about this: In the past, employees could only really talk about their work experiences to a relatively small network of people. Maybe they could share their experience at their gym or place of worship, or even with a close group of friends.

Today, sites like **LinkedIn** and **Glassdoor** give prospective employees and customers a look inside the organization, and employees own a new proverbial megaphone to broadcast their experience to reach more people than ever. Not just that, customers and partners might even use the feedback to determine who they work with.



Companies have responded to this trend with employer branding and recruiting initiatives to share their own voice, but you can't hide behind these initiatives alone.

Job seekers are behaving more like consumers, especially as unemployment continues to be fairly low. They are sophisticated job shoppers, often reading between the lines of good and bad reviews, as well as using other resources to understand the truth.

The best bet is to tell the truth about your culture and experience. There's not necessarily a "right" or "wrong" experience to promote. Some may want:

- ★ A fast startup experience vs. a large, stable company
- ★ A big downtown/urban office location vs. a suburban office
- ★ A high level of autonomy vs. more intensive direction and development



☆☆☆ REASON NO. 3: EMPLOYEES SHOULD BE CUSTOMER NO. 1

Organizations sometimes make the mistake of thinking about customer experience over employee experience. To be fair, customer experience has been around for a long time and has influenced everything from the way a retail outlet might be arranged to how you're greeted when you call.

But who's going to implement your customer experience initiatives? Employees, of course. Ultimately, the experience with your brand and organization is driven heavily by your employees.



A better employee experience leads to higher engagement, which is one of the key predictors of customer satisfaction, as well.

According to research from Gallup, employers that have high engagement also earn 10 percent higher customer satisfaction ratings.

There may be an opportunity to work on customer and employee experience simultaneously, but remember that many of your customers' first and lasting interactions are with employees. Helping executives understand that experience from front-line employees can help craft more effective experiences for both audiences.



THE TIME TO PAY ATTENTION TO EMPLOYEE EXPERIENCE IS NOW

According to research by Jacob Morgan, author of *The Employee Experience Advantage*, companies that invest in the employee experience are included:

11X MORE

often in Glassdoor's Best Places to Work

4X MORE OFTEN

on LinkedIn's Most In-Demand Employers

28X MORE OFTEN

on Forbes' World's Most Innovative Companies

2X MORE OFTEN

in the American Customer Satisfaction Index



Investing in employee experience initiatives can lead to great results, not just for the workforce but for the business, as well.

RELOCATION AND THE EMPLOYEE EXPERIENCE

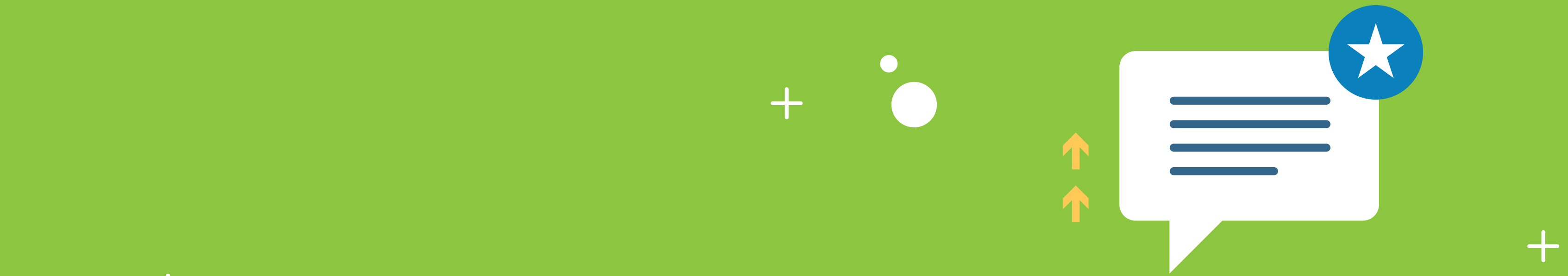
One forgotten aspect of the employee experience is relocation. Or, you may not think of the experience of relocation until you need it desperately.

Relocation is the perfect example of an employee experience. It's work-related, but not all of it happens at work. Plus, a poorly handled move can go beyond souring an employee — it can deeply affect their family, as well.

At NuCompass, we've used our award-winning CoPilot platform to create a better way to manage relocation that fully supports your employee experience.



**Ready to learn more
about how we support
the employee experience
with better relocation?
Contact us today!**



For more information, visit www.nucompass.com.