



6 Ways to Improve Employee Experience in Your Company Starting Now

The success or failure of a company 80% lies on the contribution of individual employees to your business. Although most companies aim to be customer-centric, it is imperative to understand and implement effective employee experience. Therefore, identifying, comprehending, and taking action on what factors that affect employee satisfaction to sustain the company's excellent work flow is impertinent.

What is Employee Experience (EX)?

To put it simply, employee experience is the total experience an employee has with a company. This includes the benefits, culture, work environment, and tools companies provide to their employees which can be linked to employee success. In recent years, most tech companies home and abroad, Google, Twitter, Flutterwave, Cowrywise, etc. welcome their newly employed with a "gift box" which mostly contains stationery, coffee cup, a laptop, etc. This act potentially pulls in more revenue in terms of employee engagement compared to companies with lower levels of employee engagement. Furthermore, employee experience comprises everything an employee encounters, feels, and sees as they work in an organization. It can relate to each phase of an employee journey in an organization, i.e. from employment to career development, and the emotions felt as they resign from the company. Also, a past employee may be a company's biggest activist or resentful cynic depending on their employee experience.

Why is Employee Experience Important?

Properly engaged and satisfied employees are more productive and hesitant to quit. Frontline employees become ambassadors for the company, which in turn generate better customer experience. In light of the pandemic, many companies are searching for better methods of engaging their workforce, improving employee retention, and attracting the best talent. Prior to that, most employee feedback has been informally collected and rarely acted upon making it difficult to analyze tangibly. The performance, profitability and productivity of an employee depend on employee experience.

With that in mind, below are 6 ways to improve employee experience starting now:

1. Design an amazing employee onboarding experience.

Some companies have no program targeted towards new employee orientation, how much more employee onboarding experience, However, it is important to employee success. In recent years, most new hires are millennials coming of age who want to do productive work that align with their beliefs and values. Therefore, if there is little or no employee onboarding experience, the likelihood of looking for a new job in their first few months of their new job is a given. Hence, it is imperative for companies to design this program to be measurable, have clear objectives, and tailored to a certain audience i.e. the onboarding experience given to a customer experience representative should be different from that of a sales representative.

2. Employ the use of employee journey mapping.

Employee journey mapping is basically a tool used to visualize the different phases an employee encounters throughout their stay in a company. This allows HR managers to locate pain point areas and moments where employee feedback is critical and actions are needed. Fundamentally, employee journey maps start with explicitly defined outcomes and X and O data (i.e. Experience and operational data), and involve important groups within the organization. This tool helps companies understand how personal experience determines the important outcomes of employee experience such as engagement, motivation, or productivity.

3. Improve external and internal communication efforts.

Trust is an essential element in company leadership and inconsistencies or misalignment in external and internal communication efforts can mar employee experience. Employees have access to external and internal information and when there is an identifiable gap, EX suffers.

As a company, if external communication effort is flourishing, it is time to minimize the gap with consistent communication. Also, external communications should be shared with employees beforehand to help better comprehension of the business overall.

4. Empower Employees.

Availing employees the creative freedom and tools to effectively perform their duties is a powerful way to provide employees with an experience that they will find rewarding and satisfying. Although autonomy and creative freedom is made available by company policy and corporate culture decisions, availing employees with the right tools to do their job is a technical decision that brings about the same result.

5. Prioritize Employee Wellness.

According to this article by Business Insider, 30% of employees looking to resign hinted that flexibility is their main reason for quitting. Health insurance, PTO, and other traditional benefits are no longer alluring. Employees today value a healthy work-life integration approach that focuses on employee wellness not just when sick. Some of the enticing benefits are parental leave, proactive health and wellness programs, and remote work opportunities.

6. Contribute to Employee Development.

Conducting, understanding, and acting on employee feedback can help build employee trust. More feedback and opinions for better productivity and profitability of the company can be shared if employees notice they are being listened to. To be a successful company, assign a manager to be responsible for communicating and implementing these changes. Introducing, discussing, and investing in employee's career development goals yearly can increase employee engagement and experience. Inviting career coaches or mentors will help companies improve their internal talent pool. Finally, sharing customer feedback with employees helps boost their morale and confidence, giving employees a sense of purpose.