

Reimagining Frontline Employee Experience

Agenda

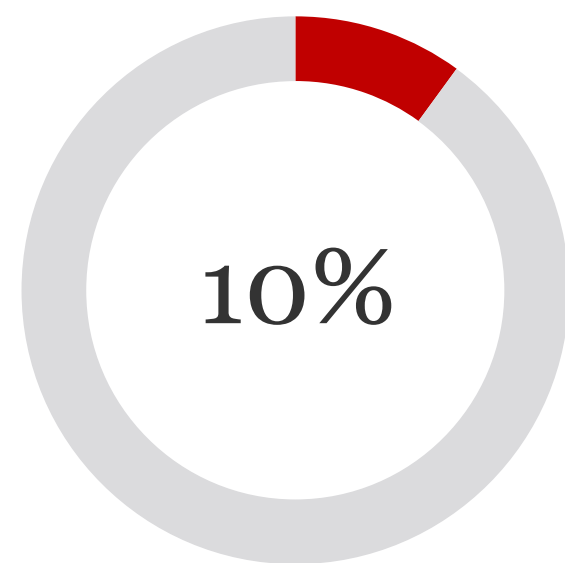
- Who are we competing against?
- Reimagining the Frontline Employee Experience
- Microsoft Viva – Ecosystem
- Customer Stories

Who are we competing against?

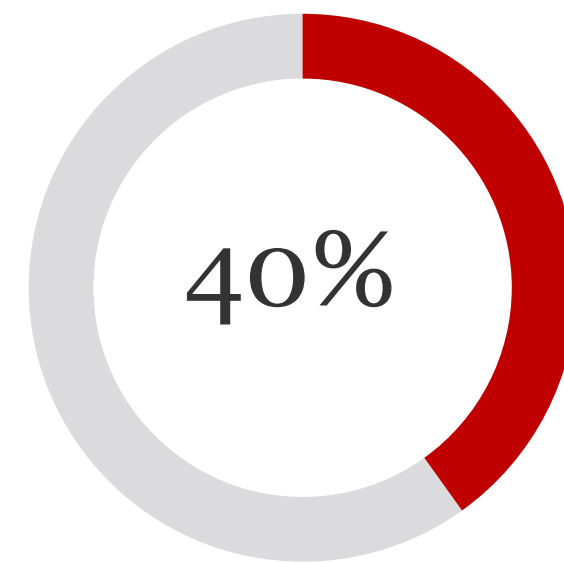


CX and EX are part of the same journey

Most organizations haven't aligned their employee experience with both their overall corporate strategy and their customer experience, which means that many initiatives are misaligned. It is crucial to create a deliberate EX strategy which aligns the employee experience with the overall corporate strategy and customer experience.

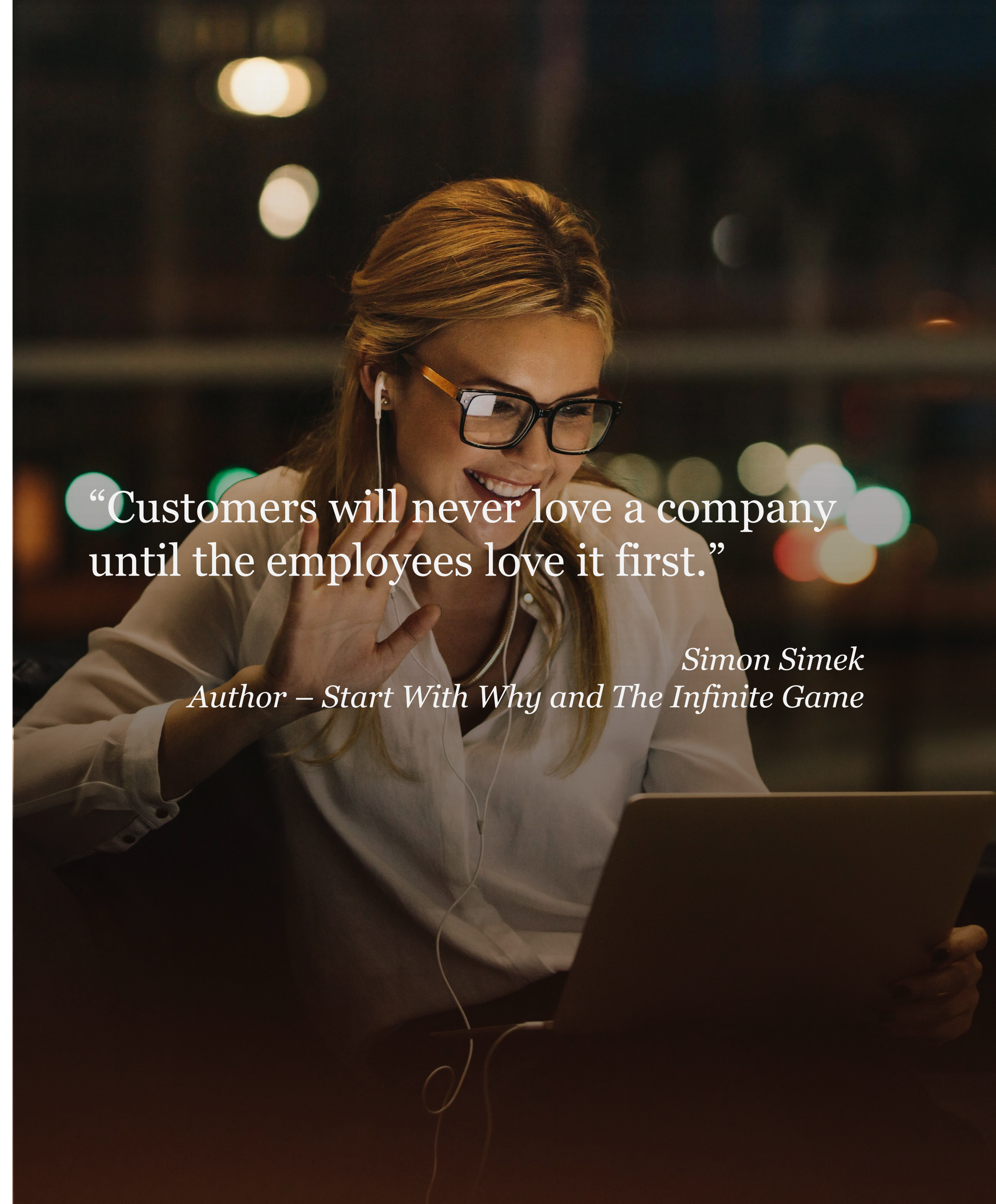


10% Employees that understand their organization's strategy and how it connects to their efforts



40% The percent of managers with a clear understanding of their organization's strategy

Source: TinyPulse



“Customers will never love a company until the employees love it first.”

*Simon Sinek
Author – Start With Why and The Infinite Game*

Empower employees closest to the customer to make decisions

As decision making and the responsibility for the customer experience moves closer to the front line of an organisation, employees need to be equipped with more than just tools, they need skills and mindsets which focus on creating exceptional customer outcomes and driving innovative ideas. This mindset shift includes reimagining what it means to measure success, redefining the relationships of manager and employee and reassessing the accountability for lifetime learning.

“Recognize that interdependencies exist at all levels, both inside and outside the organization, and that enabling the entire organization to collaborate in nontraditional ways will accelerate its market responsiveness.”

Jeanne C Meister

The 2020 Workplace: How Innovative Companies Attract, Develop and Keep Tomorrow's Employees Today



Employee Needs are not Uniform Across the Organization

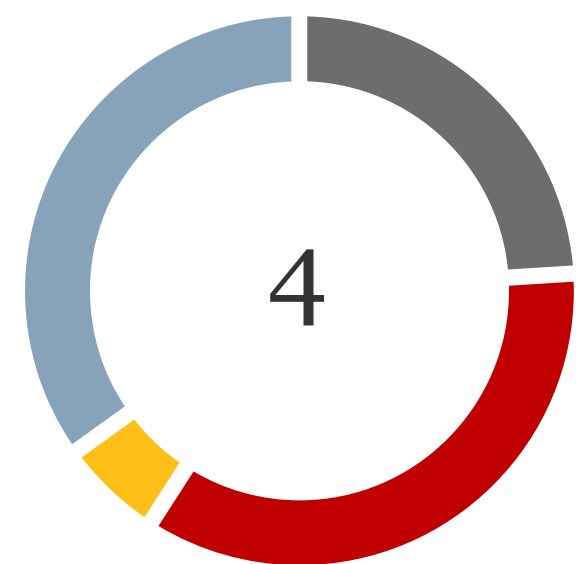
Retail Associate

Store Manager

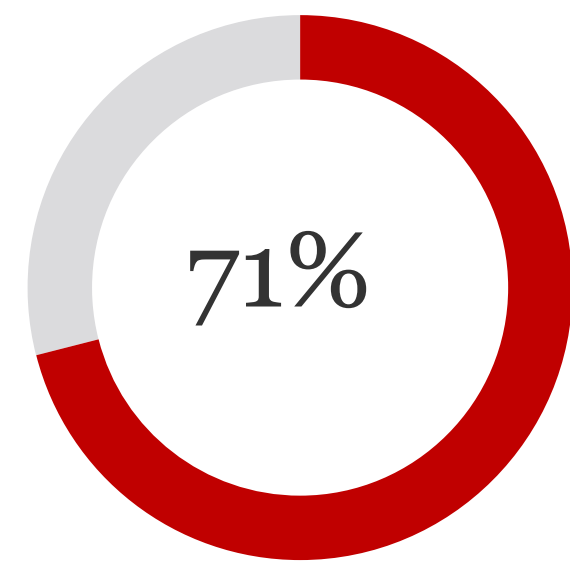
Knowledge Worker

The best employee experience is accommodating and cohesive.

Companies all over the globe are currently cobbling together digital workspaces in order to adapt to the new normal. Creating the right experience for the modern workplace requires a unified ecosystem. Disparate platforms as well as a range of generations must all work together cohesively, with consideration of everyone's preferences and needs.



A wide disparity exists within generational workforce preferences



The struggle is real... Many within your workforce struggle with their collaboration tools

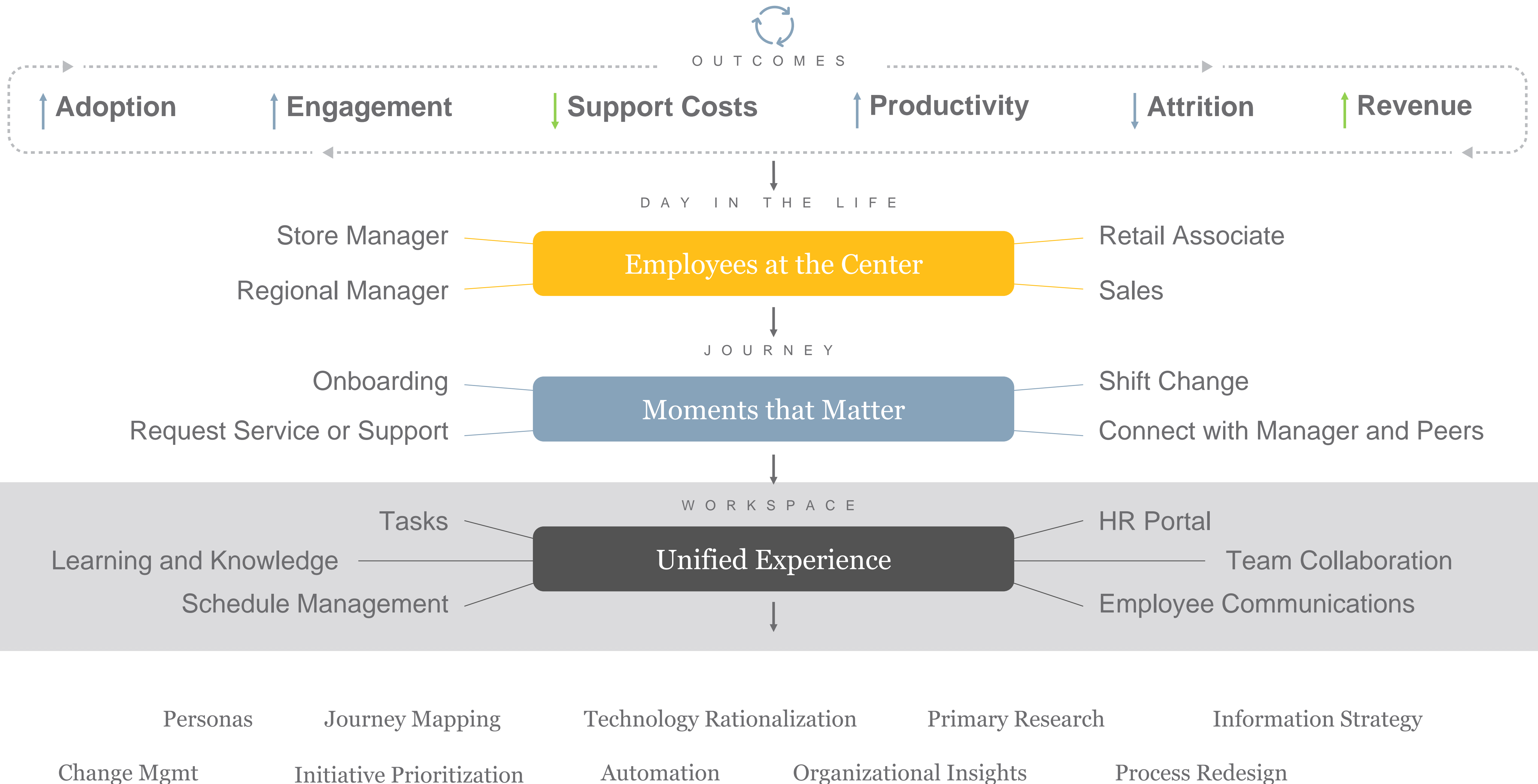
Source: ViewSonic, PRC, Statista, Bit.ai



“Workers, regardless of generation, are influenced by the technology they have experience with and have become comfortable with.”

—AWI

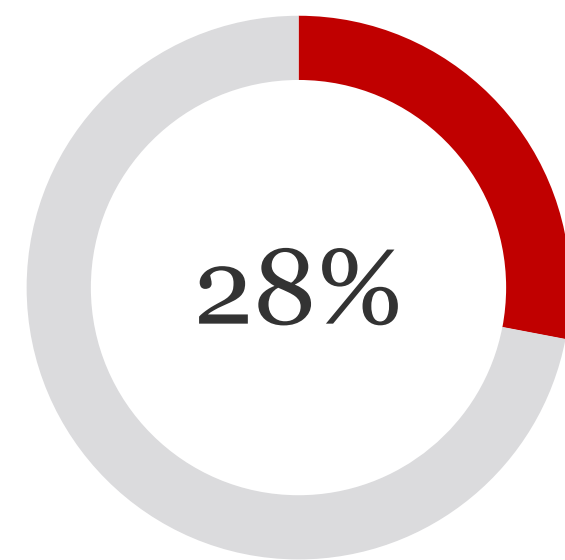
Employee Experience Transformation



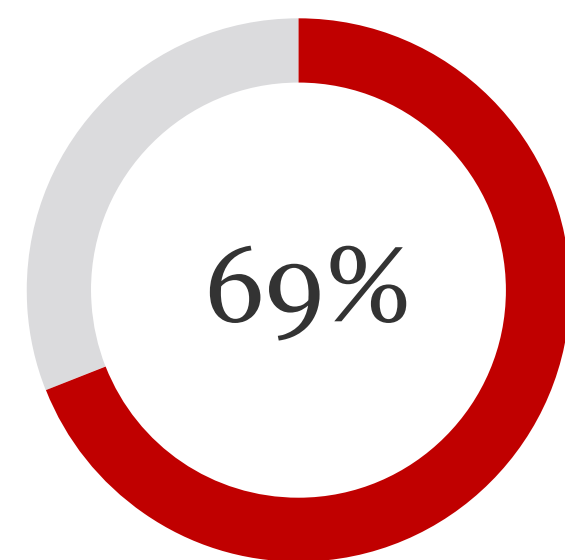
Frontline Workers Urgently Need a Front End

“Shift workers are already technologically proficient but often stuck with ancient systems and tools.”

The creation of tools that consider the experience of every worker – not just those at desks or working remotely – are vital to evolve. Innovative exploration of ways to adapt tools to support social distancing practices, contactless shopping experiences and opportunities for self-service are vital to the physical workforce.

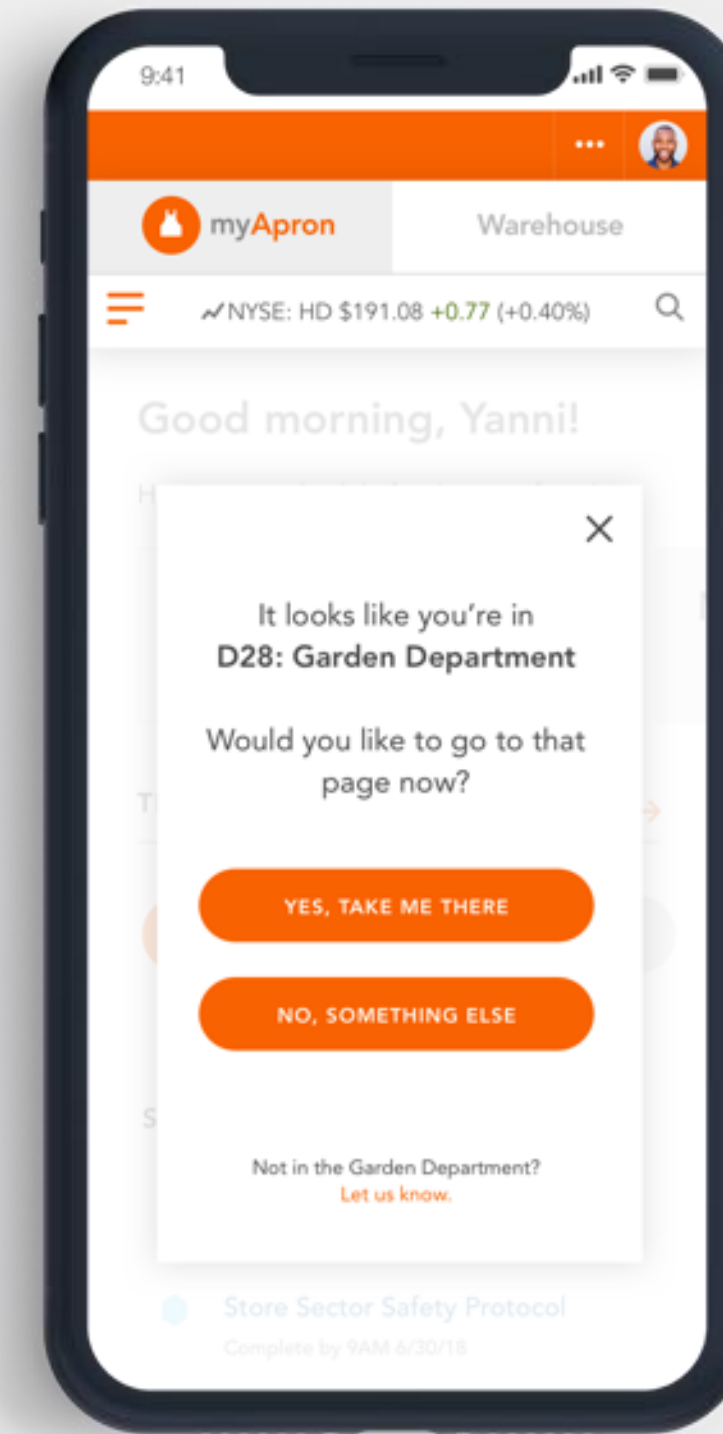


Only 28% of retail workers say they are highly engaged with their work and even more are fully disengaged at 29%

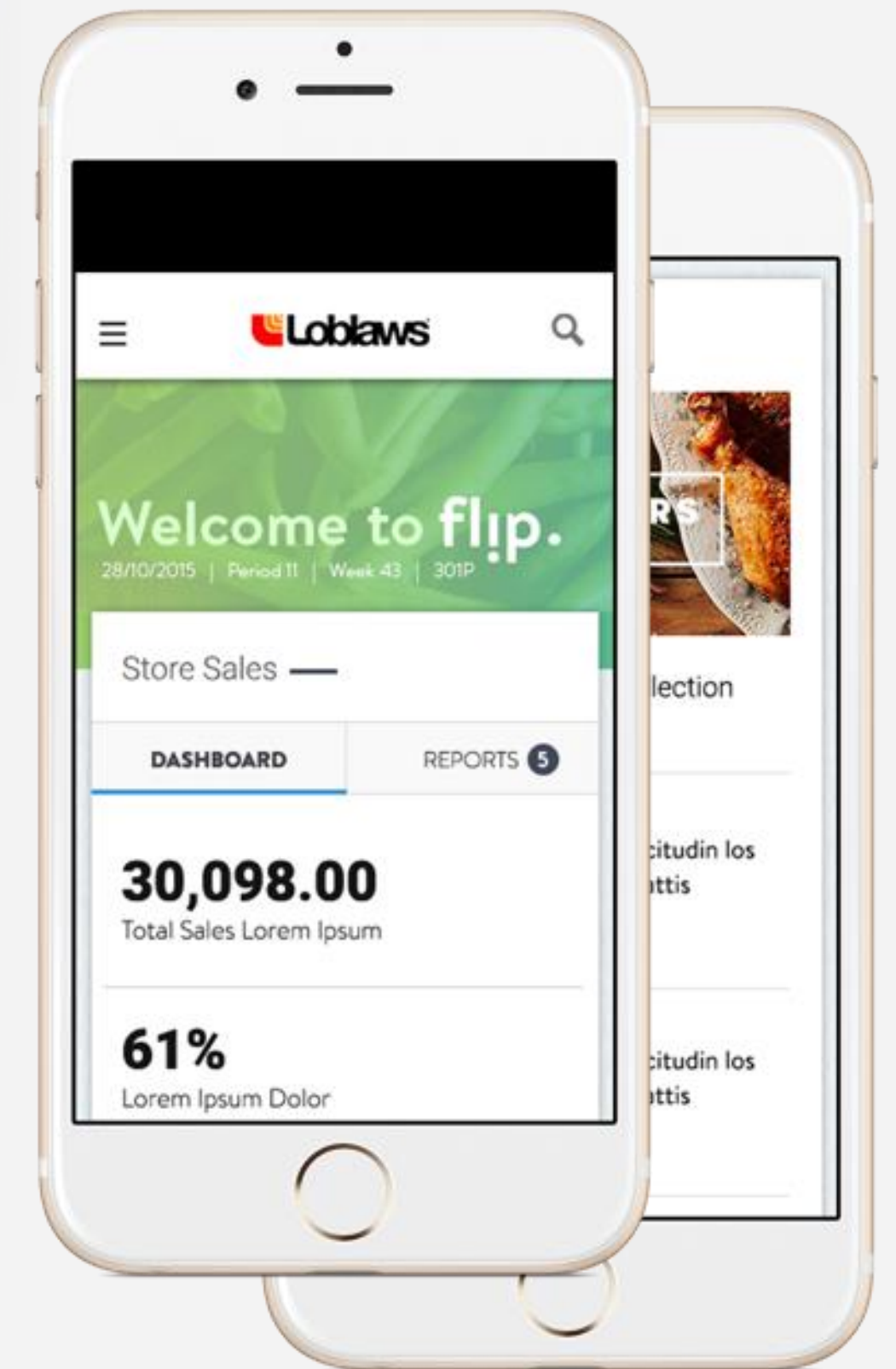


Retail employees who are engaged and motivated bring in 69% more revenue than those who are not.

Source: Retail Customer Experience, Fit Small Business , Microsoft Worklab



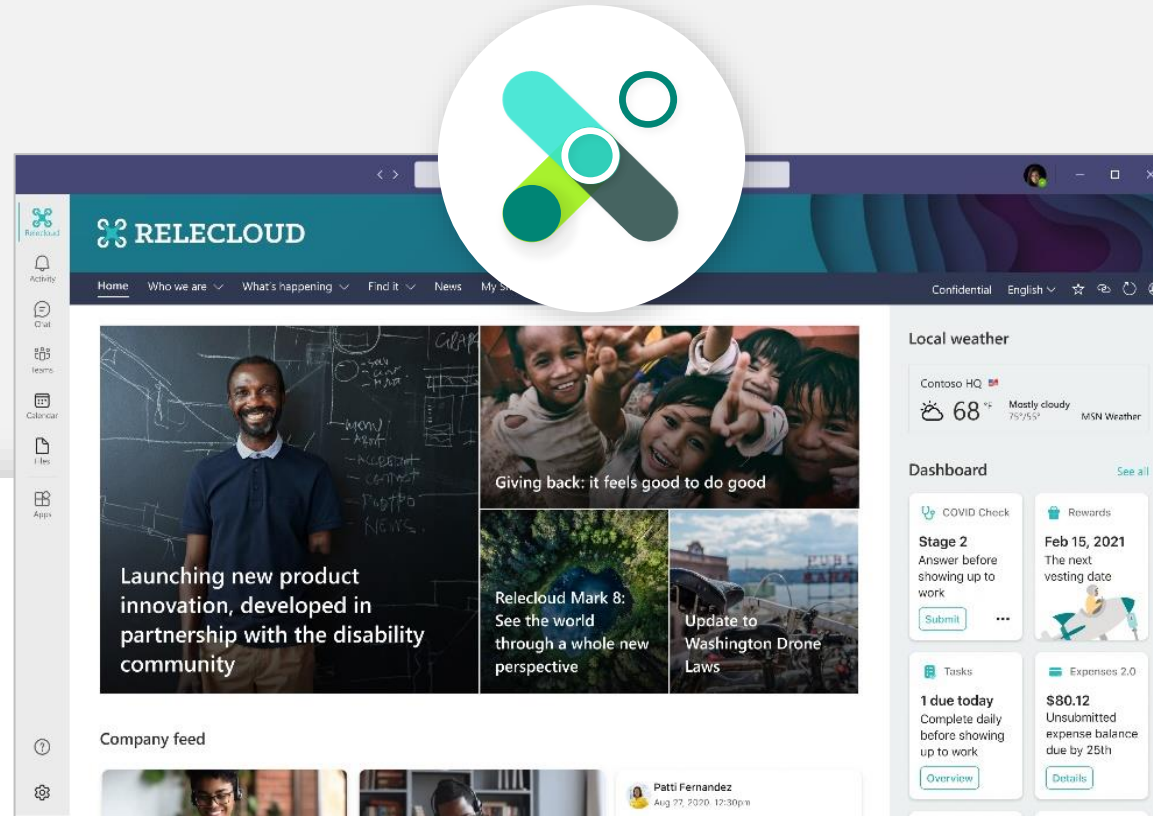
Bluetooth beacons can be used to quickly assist customers as well as actively monitor their employees social distancing



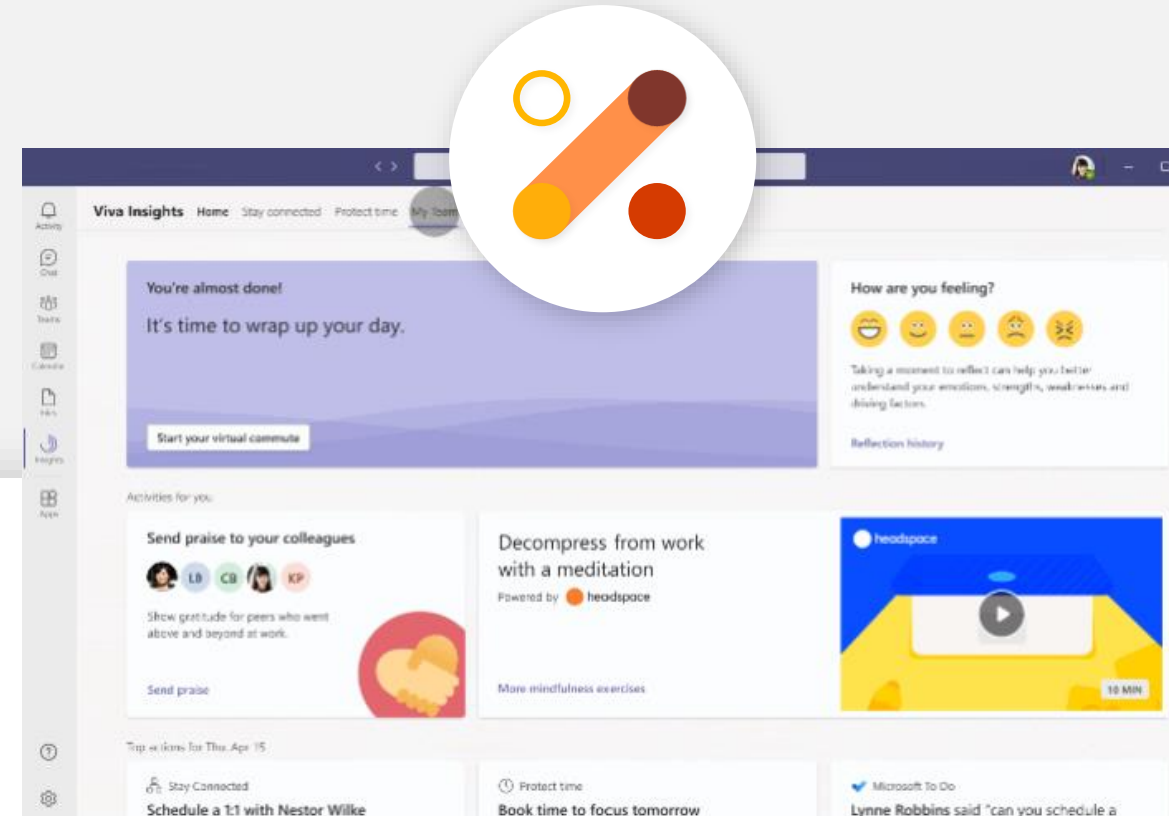
Innovative mobile experiences decrease the need to congregate in a common area - but also enables people to get the information they need to without being in a store

Microsoft Viva

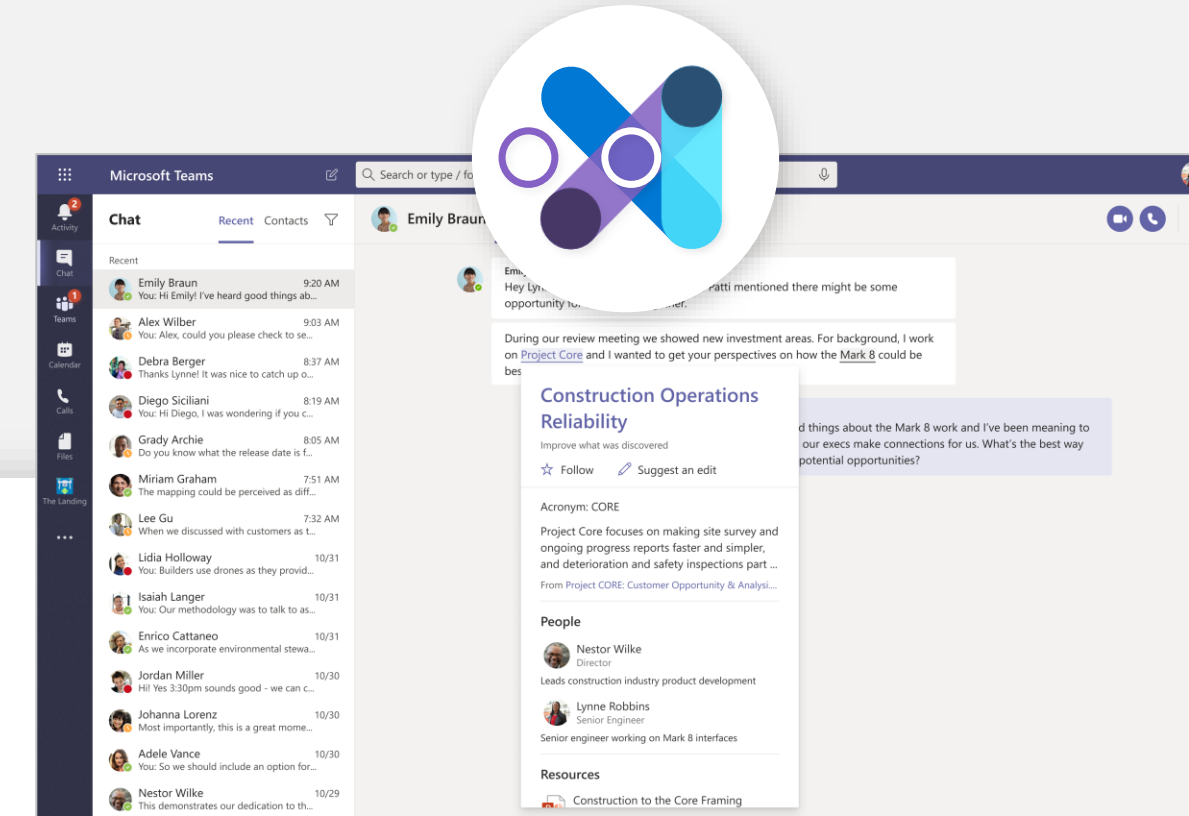
Employee Experience Platform for the Digital Era



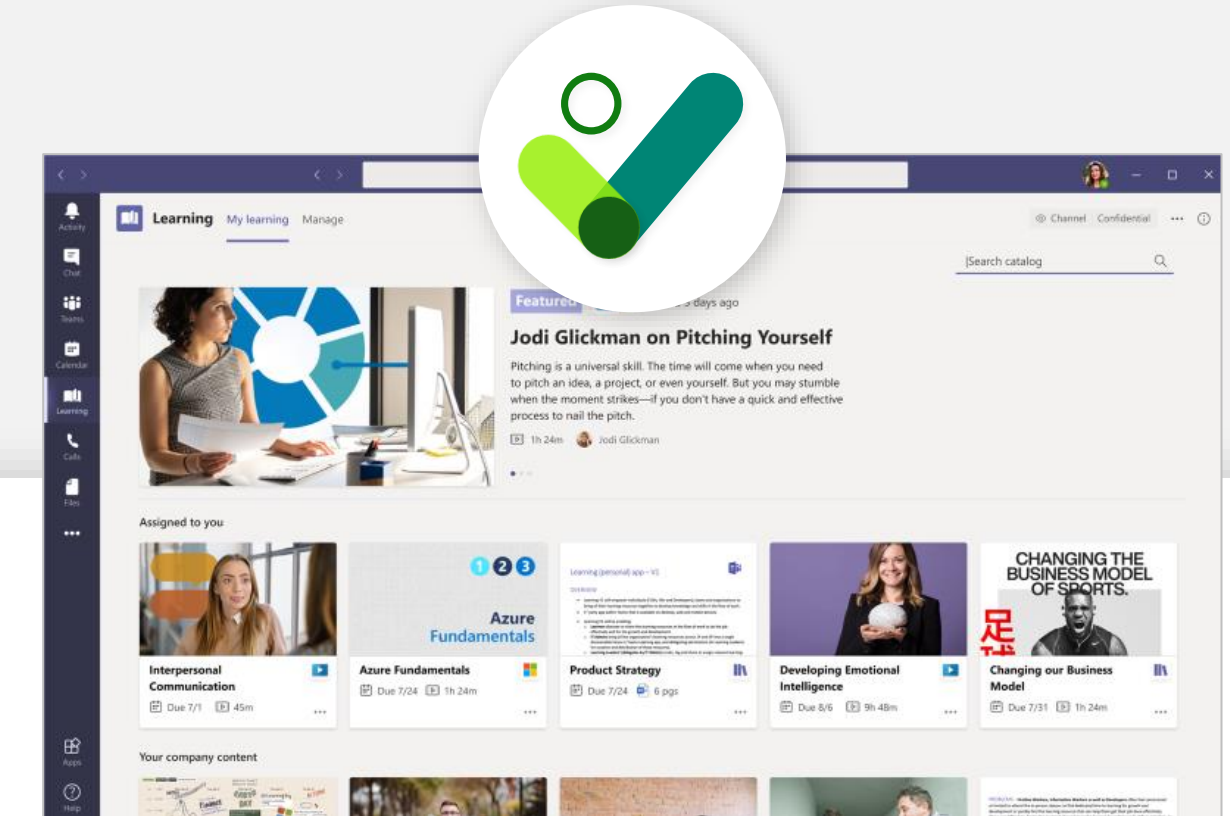
Viva Connections



Viva Insights



Viva Topics



Viva Learning

DISCUSS – TEAMS SHIFTS AND TEAMS TASKS



Viva Platform and Ecosystem



ERP

HCM

LMS

Content

Apps

CRM

Wellness

Many more...

Microsoft Viva Ecosystem





Thank You.

RP