

Employee Experience Is the Key to Better Customer Experience



Imagine what happens when someone who is passionate about their work frequently runs into issues with their hardware or software and doesn't get the resources on time to complete their tasks. Clearly, it leads to a bad experience and they lose interest in their work and your organization. Soon, you'll lose more people to the tyranny of poor systems and your company will run up higher recruiting and training costs. Your customers might also feel the brunt of it and that affects your business badly.

Employees are the heart and soul of any organization. Every B2B product, no matter what problem it tries to solve, ultimately eases the job of an employee to create a better employee experience. The success of a company is not just dependent on the product or service they sell, but also on the people who are part of it. Processes that stand in their way or slows them down hurts the employee experience.

In this ebook, you'll know what employee experience is, how it affects your business and how you can transform your company's customer experience by creating a better employee experience.

What is Employee experience?

Simply put, employee experience is what people at an organization experience as they go about their work. Positive employee experience translates to better customer experience. The term Employee Experience Management (EEM) was coined in 2008 by Dr. Kaveh Abhari, a professor at San Diego State University.

Many successful businesses have already been taking good care of their employees. But lately, as the nature of the workforce changes, employee experience management has become a lot more sophisticated with organizations investing more and more into it. A recent survey by LinkedIn that was conducted among 7000 professionals clearly indicates that organizations have understood the importance of employee experience and have started focusing on it.



Almost all (96%) of talent leaders said improving the employee experience is becoming more important and a way for organizations to retain talent.

Apart from retaining talent and creating a better customer experience, positive employee experience also has the following benefits:

- A boost in employee productivity
- Increased alignment to your company's business goals
- Lower churn that can save a great deal of replacement and recruiting costs

Employee Experience in the age of Digital Transformation

Digital transformation and Employee Experience go hand in hand. Even though the introduction of new tools and processes solve the most pressing business problems, it is ultimately used by the employees of an organization. So, whenever you're about to make a decision regarding implementation of a tool or an internal process or policy, it is important for you to consider the impact it will have on your organization's employee experience. If you sense that it is going to bring it down, you should rethink your decision. An interesting way to approach this would be to be more democratic about software selection. For instance, you could poll potential users and ask them for feedback on software before it's deployed.

If the decision is inevitable, you'll have to come up with ways to communicate it with your employees and get them onboard the idea. Including them to be a part of the process will also create a positive employee experience.

Employee Experience as a Platform

Employee experience doesn't stop with setting up tools or processes. It is a continuous process and should be approached in a holistic manner. Every internal tool and process should be chosen and implemented keeping employee experience in mind. The management decisions shouldn't hinder the pace of your employees. Instead, it should help them become more productive.

This is only possible if organizations start to think in terms of employee experience rather than productivity.



Best Practices to deliver a Positive Employee Experience



Get them productive from day one

Employee experience should begin from day one for anyone who is new to an organization. Seamlessly onboarding a new employee gives a good impression of your company. It makes them believe that your organization truly cares about them. This can only be achieved if all the stakeholders who are involved in the onboarding process are on the same page.

For this to happen, you will have to connect your existing Human Resource Management System (HRMS) system with your IT service desk so that your HR team is sync with the IT and the admin teams to fulfill tasks such as providing a laptop, creating an email address for the new employee, providing them with the necessary tools, and services.

ITSM tools like Freshservice have a built-in employee onboarding module that keeps the HR, IT, facilities and the admin teams on the same page. This way you can ensure a great experience for your new employees and get them up and running right from day one.

Address their issues faster and get them back on track

If you've watched the movie Ford vs. Ferrari, you'd have come across 24 hours of Le Mans, an endurance racing challenge where the winning car is determined by how much distance it covers within 24 hours. And, to win, cars should go around a circuit nonstop for 24 hours. And, the pit crew should be alert at all times to fix the car and get it back on track.

Most organizations today are like cars in a Le Mans race. They are constantly challenged by customer needs and pushed by increasing competition. In order for them to keep up with the market and please the customers, their employees should be more efficient. And, your IT team should act like a pit crew. They should act fast when employees face a technical issue and get them up and running at the earliest.

An IT service desk like Freshservice empowers IT teams to effectively manage employee issues and fix them on time. This results in a positive employee experience by reducing friction and increasing productivity.

Provide them with what they want

James Bond is not who he is without the gadgets. And, every Bond movie features his interaction with Agent Q, the bespectacled smart person behind all the cool gadgets right from the dagger shoe to the self-driving Aston Martin.

Similarly, every employee needs a set of tools - hardware, software and services for them to accomplish their tasks and projects. Enabling your IT team to provide them on time will make them better at their jobs. And, not just that! It will also make your employees come up with more interesting projects that would benefit your business.

Features like Service Catalog simplifies this process by allowing your employees to choose the required hardware, software, and services. This gives your employees a realistic timeline of when they would get the requested items and also notifies your IT team so that they can work on issuing them to the employee

Taking these simple measures would increase your organization's employee experience by several fold. Future of Employee Experience

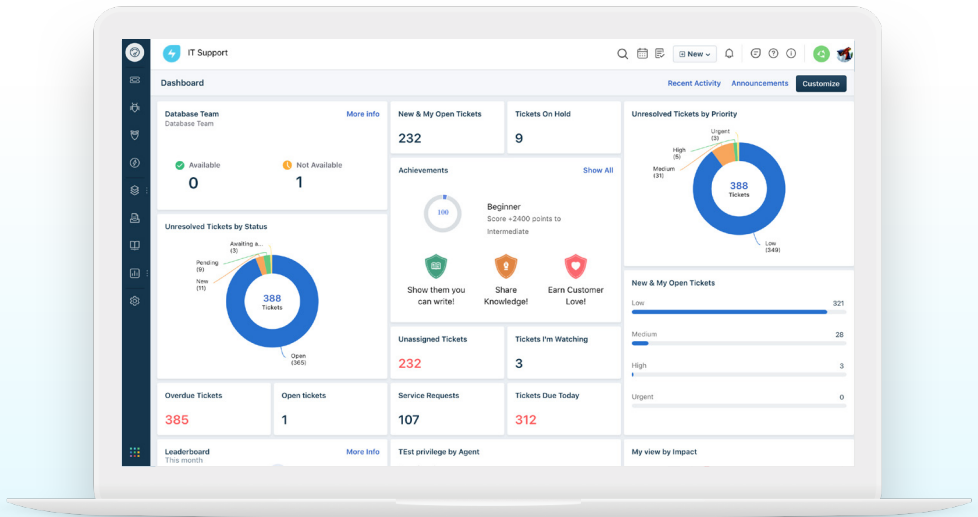
With more adoption, the practices that deliver a positive employee experience is constantly evolving. By looking at some trends, we can say that the future of employee experience will focus more on the emotional and mental health of employees besides productivity. And, in order to achieve this, currently available tools will use new technologies like Machine Learning and Artificial intelligence to improve employee experience.

About Freshservice

Freshservice is a cloud-based IT service desk and IT service management (ITSM) solution that is quick to setup and easy to use and manage. Freshservice leverages ITIL best practices to enable IT organizations to focus on what's most important - exceptional service delivery and customers satisfaction. With its powerfully simple UI, Freshservice can be easily configured to support your unique business requirements and integrated with other critical business and IT systems. Are you trying to keep up with the current ITSM trends? Freshservice is on a constant mission to innovate and deliver great experience.

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