



BE READY FOR NEXT

# CREATING A CONSUMER- DRIVEN EMPLOYEE EXPERIENCE

*paylocity*

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# WHAT TODAY'S EMPLOYEES WANT.

The modern worker's expectations of the workplace are driven by their experiences outside the office, particularly as consumers. They are constantly connected, interacting with information and entertainment on their devices from anywhere.

What does this mean for employers? Simply put, workers expect their experience in the workplace to mirror the experiences they have as consumers. They want the ability to give input and make an impact, and access to tools that help them do so easily. When these key expectations are not met, they could be driven to go elsewhere.

But more technology isn't necessarily the right answer when it comes to meeting this expectation.



The HR space is saturated with digital tools and new technology, but those tools are often limited in scope, not easily integrated, and lose utility over time. On average, companies are using as many as seven separate tools for file sharing, messaging, and scheduling.<sup>1</sup> So many different applications can overwhelm even the most savvy employees, making everyday tasks more complicated without increasing engagement.

In fact, one joint study conducted by LinkedIn and Josh Bersin (founder of Bersin & Associates, now known as Bersin by Deloitte) revealed that more than one-quarter (27%) of modern workers believe they waste up to eight hours a week on emails and messages.<sup>2</sup> Even with the broad availability of technology, employees continue to find it challenging to find opportunities for meaningful connections to their work, their organizations, and other employees.

Perhaps Josh Bersin puts it best when he says, “Employees are overwhelmed and looking for a simplified, consumer-like experience at work.”<sup>3</sup>

What they ultimately want, Bersin argues, is simplicity, ease of use, and a single place to go.<sup>4</sup>

As a result, top organizations are turning to all-in-one human resource (HR) and payroll solutions that create a seamless employee experience with personalized, mobile solutions that provide employees with on-demand access to the information they want on the devices already part of their off-the-clock lives.



What they ultimately want is simplicity, ease of use, and a single place to go.<sup>4</sup>

<sup>1</sup> [https://joshbersin.com/wp-content/uploads/2019/02/EXP.Whitepaper\\_v4.pdf](https://joshbersin.com/wp-content/uploads/2019/02/EXP.Whitepaper_v4.pdf), <sup>2</sup> <https://www.linkedin.com/pulse/want-happy-work-spend-time-learning-josh-bersin>, <sup>3</sup> [https://joshbersin.com/wp-content/uploads/2019/02/EXP.Whitepaper\\_v4.pdf](https://joshbersin.com/wp-content/uploads/2019/02/EXP.Whitepaper_v4.pdf), <sup>4</sup> <https://joshbersin.com/2019/03/the-employee-experience-its-trickier-and-more-important-than-you-thought>

Through centralized resource hubs, social collaboration tools, and customized learning modules that mirror the consumer technology your employees are used to, today's HR leaders can leverage the all-in-one HR and payroll solution to:

- Harness the power of their data to make more strategic business decisions
- Streamline and automate outdated, paper-based hiring and onboarding practices
- Empower employees to drive their own development through robust, interactive courses at their own pace and in partnership with their managers
- Strengthen collaboration and communication among teams and departments

If this sounds like a breath of fresh air, read on to learn how this new generation of HR technology can set your business up for longevity and success.







# CREATE A MORE MEANINGFUL EXPERIENCE BY HARNESSING DATA.

When it comes to building, iterating, and perfecting the employee experience, the most powerful tool you have is data.



# DRIVE RESULTS WITH HOLISTIC DATA.

To truly achieve an employee-centered approach, companies need access to data that gives insight into actual employee behavior and the effectiveness of new initiatives. Without this kind of data, companies have an incomplete understanding of what employees want based on anecdotal evidence. HR teams can include employees in strategy and the decision-making process by coupling concrete behavioral data with feedback acquired directly from employees when using an integrated HR solution.

By centralizing performance history, merit background, gender pay equity analysis, survey results, and peer-to-peer recognition, for example, organizations can more easily see the whole picture when it comes to what's working and what's not. Holistic data better equips HR professionals to make the changes that will drive a more meaningful, personalized employee experience that then empowers and inspires improved performance results.



# DRIVE RESULTS WITH HOLISTIC DATA.

Best-in-class HR solutions gather data and give organizations insight into a full spectrum of employee activities including:



Used and unused PTO by employee and by department



Progress tracking for training courses by individual employees and by teams



Amount of overtime worked by employees and by department



Learning metrics from training courses and continuing education



Clock in and out times



Time to complete onboarding



Employee recognition notes



Benefits enrollment



Ongoing employee performance review data





# SHAPE EMPLOYEE EXPERIENCE WHERE IT MATTERS.

Data become exponentially more valuable and actionable when organizations can use them strategically, within the context of the rest of the business and workforce, by creating context using multiple data points about employees and their organizations.

These data are captured in comprehensive dashboards where numbers are translated into insights to help HR professionals see what's going well and what isn't, and then shape or reshape employee experience where it matters by designing new and more effective programs.



# A POSITIVE EMPLOYEE EXPERIENCE STARTS WITH ONBOARDING.

When did you last evaluate your onboarding and other common HR processes? Are they flexible and efficient, as well as creating a seamless, meaningful experience for new hires and existing employees?

The answer for many organizations is “no.”



Gallup's State of the American Workforce report revealed a staggering 88% of employees think their employer did a poor job with the onboarding process when they were hired at their current company.<sup>5</sup>

When disorganized processes like these go unchecked, the result is that organizations lose good, even great, workers, sometimes before they've had the chance to get started – all because of clunky, disappointing hiring and administrative practices.

A self-service solution meets employees' consumer-driven needs by putting information right in their hands, even before they ever step foot into the office, streamlining HR workflows while gathering data on their effectiveness.

<sup>5</sup> <https://www.gallup.com/workplace/238085/state-american-workplace-report-2017.aspx>

## ONBOARDING CHECKLIST

*Best-in-class HR and payroll platforms make it easy for HR professionals to provide critical information new employees need with on-demand access whenever and from wherever they need them.*

### Digital Data Collection

- Handbook acknowledgment
- Contact/emergency contact details
- Tax Withholding forms
- I-9 Document verification
- Direct deposit information

### A Customizable, 24/7/365 Portal

- Welcome notes from leaders
- Introductory videos
- Company culture information
- Procedure or policy data
- Team bios & profiles





# IMPROVE ACCESS TO LEARNING AND DEVELOPMENT.

Employees are looking for on-demand, easy access to learning that demonstrates a commitment to their ongoing development.



# EMPOWER LEARNING AND GROWTH.

A study conducted by LinkedIn revealed that 94% of employees say they would stay at a company longer if it invested in their career development.<sup>6</sup> In fact, employees report that the ability to learn and grow is twice as important to today's workers as getting a raise.<sup>7</sup>

“The modern organization needs to meet learners where they already are,” writes the LinkedIn Corporate Communications team, “aligning development opportunities with employee aspirations, and engaging them through the platforms where they are already spending their time.”<sup>8</sup>

This is where the next evolution of the learning management system (LMS) comes in.

Robust, comprehensive HR and payroll solutions offer simplified, accessible tools with customizable course options in a variety of formats optimized for mobile devices.

<sup>6</sup> <https://learning.linkedin.com/resources/workplace-learning-report>, <sup>7</sup> <https://www.linkedin.com/pulse/want-happy-work-spend-time-learning-josh-bernsin>,

<sup>8</sup> <https://news.linkedin.com/2018/2/linkedin-workplace-learning-report-2018>,



With an integrated HR and LMS solution, you can elevate your learning and development program through:

- Custom training videos created and shared by workers within the company
- A library of on-demand training in formats tailored to different learning styles
- A collection of compliance courses on state and federal regulatory topics and general workplace policies
- Dashboards that allow leadership to track employee progress
- The ability to assign specific courses to individual employees based on unique challenges and focuses
- Flexibility to update existing courses and create new ones as priorities, challenges, and goals evolve over time

With a powerful LMS, managers can address performance challenges and development requests by assigning courses tailored to each employee and monitor progress all from a single platform within each employee's individual record.



With 9 in 10 companies using digital learning to inform, educate, and inspire their workforces, the demand for relevant content that's easy to make is at an all-time high.<sup>9</sup>

<sup>9</sup><https://news.linkedin.com/2018/2/linkedin-workplace-learning-report-2018>





# ENABLE OPEN COLLABORATION AND FEEDBACK.

The modern workforce expects the ability to easily engage with peers and managers in real-time feedback and collaboration from anywhere.



Research from Deloitte's 2018 Human Capital Trends report reveals that "the communications behaviors, habits, and tools that people use in their personal lives are migrating into their work lives."<sup>10</sup>

Additionally, the survey suggests a growing number of respondents believe no single mode of communication will be dominant in the near future:

- **44%** believe face-to-face meetings will decrease.
- **30%** believe phone and text usage will decrease.
- **70%** believe workers will spend more time on collaboration platforms.
- **67%** expect to see growth in work-based social media.
- **62%** predict an increase in instant messaging.

Now more than ever, it's critical that employers provide employees with effective, accessible tools to stay connected, whether they're remote, on-site, temporary, or a mix.

Centralized, mobile-accessible social platforms in the workplace make it possible for employees to communicate with their teams and managers, find peers for making meaningful connections, and get the latest organizational news. Here are just a few ways today's all-in-one HR and payroll solutions do just that.

<sup>10</sup><https://www2.deloitte.com/us/en/insights/focus/human-capital-trends/2018/network-of-teams-connected-workplace.html>

# ONGOING PERFORMANCE FEEDBACK

A recent *Harvard Business Review* study shows a powerful link between supervisor support and employee learning and development. For employees who lack this support and encouragement for career development:

- **48%** say they are motivated to do their best at work.
- **39%** are satisfied with their job.
- **16%** say their company or organization makes them feel valued.
- **22%** would recommend their organization as a good place to work.
- **8%** report having the opportunity to develop necessary leadership and management skills.

However, when employees do feel properly supported by their managers, these numbers jump to **75%** and higher.<sup>11</sup>

HR solutions that provide the opportunity for real-time feedback and progress tracking allow employees to feel more connected to their managers and the organization, making them feel more in control of their own success.

# 56%

of employees would spend more time learning if their manager directed them to complete a specific course to gain or improve their skills.<sup>12</sup>

<sup>11</sup> <https://hbr.org/2017/11/managers-arent-doing-enough-to-train-employees-for-the-future>, <sup>12</sup> <https://news.linkedin.com/2018/2/linkedin-workplace-learning-report-2018>



# PEER-TO-PEER RECOGNITION

According to the Society for Human Resource Management, “traditional top-down recognition by managers isn’t enough anymore. Employees also want acknowledgment from the peers they work with every day.”<sup>13</sup>

Giving employees the ability to thank and recognize each other from anywhere, anytime, from a self-service portal opens the door to better team dynamics, increased employee engagement, and higher employee satisfaction.

What’s more, the data collected from the interactions among your organization’s team can be used to fuel decision-making based on actual engagement metrics and documented as part of performance measurement.

<sup>13</sup><https://www.shrm.org/hr-today/news/hr-magazine/Pages/1114-peer-recognition.aspx>



## COLLABORATION

In today's evolving landscape, workers want to communicate and collaborate with both their peers and leaders, and effective collaboration can profoundly impact the bottom line. However, this isn't always easy when emails get lost or tools aren't used consistently across departments.

HR and payroll solutions that offer integrated social collaboration tools bring the promise of a one-stop shop where employees can message and interact with colleagues anytime, anywhere.

Similar to popular social media platforms, employees can use these tools to create groups, message one another, follow relevant projects, share information, and get quick access to company updates and news.



# CONCLUSION

The modern workforce expects a workplace that reflects their experience outside the office. Responsive, accessible, tailored, and on-demand tools and learning opportunities reflect the consumer technology your employees are accustomed to. Today's HR leaders can leverage the all-in-one HR and payroll solution to:



Harness the power of their data to drive impactful and strategic decisions.



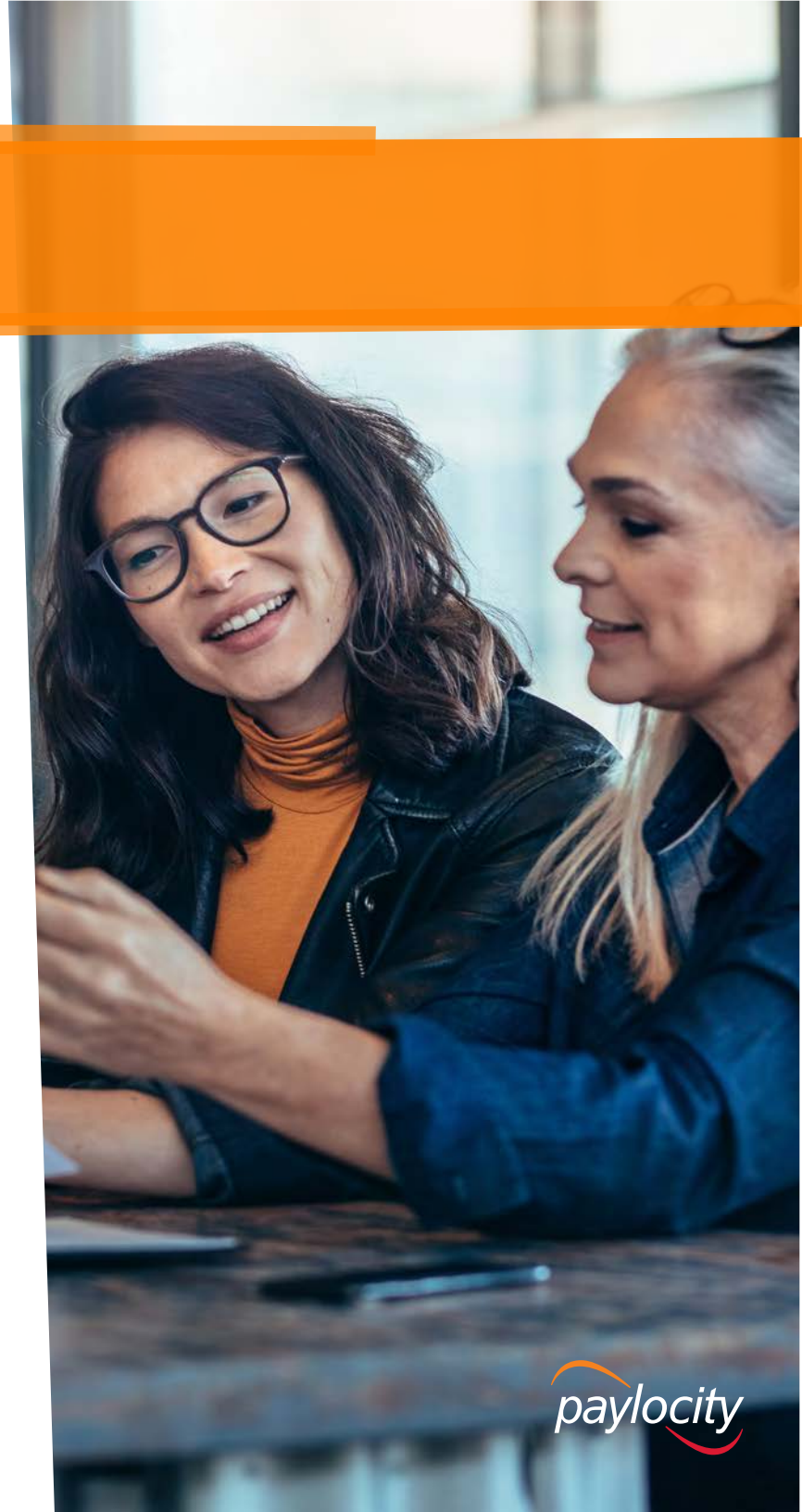
Streamline and automate HR workflows for an elevated employee and administrator experience.



Empower employees to drive their own success with tailored, interactive, on-demand learning.



Cultivate a culture of open collaboration and feedback with integrated tools for multidirectional communication.





# BE READY FOR NEXT.

As a leading provider of cloud-based HR and payroll software solutions, Paylocity can help your business Be Ready for Next and create the employee experience that drives success. Our comprehensive product suite delivers a unified platform for professionals to make strategic decisions in the areas of benefits, core HR, payroll, talent, and workforce management, while cultivating a modern workplace and improving employee engagement.

LEARN MORE ABOUT HOW OUR INNOVATIVE,  
INTEGRATED SOLUTIONS CAN MEET YOUR  
UNIQUE NEEDS.

