TLNT
THE BUSINESS OF HR

The New Employee Experience and the Difference It Makes

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A positive employee experience is not a talent strategy, but a strategic business initiative. This report focuses on four strategies to improve the employee experience.

Despite undeniable evidence that organizations with a positive employee experience outperform their competitors, only 1 in 5 companies consider the employee experience significant.

It may be a top priority for three-quarters of organizations, but too many don't know what exactly the employee experience means.

We discuss the four key strategies organizations can adopt to take their employee experience to the next level: Understanding the company culture, strengthening communication efforts, training managers, and using data to drive decisions.

Technology and analytics play a critical role in the employee experience. What are the essential technologies and how do they make a difference?

Without a doubt, technology facilitates a positive employee experience. Here's a brief look at the tools and what they do.

RESEARCH METHODOLOGY

Unless otherwise noted, the data in this report is original and proprietary to Aptitude Research.

Quantitative Research: Through a 2019 research study of global organizations across a wide range of industries and company sizes, Aptitude Research identified the key trends and challenges that customers are facing with digital transformation.

- **Responses (Talent Trends survey):** 634 Qualified Responses across North America, Europe and Asia Pacific.
- **Job Titles:** HR and Talent Acquisition Director Level and Above
- **Company Sizes:** SMB (250-999ees)=13%; Midmarket (1000-4999ees) =41%; Enterprise (5,000ees+) = 46%

Qualitative Research: Aptitude conducted a series of interviews with enterprise organizations this year to learn more about the employee experience.

The research findings in this report were drawn from the 2019 Aptitude Research Talent Survey.

A positive employee experience is not a talent strategy. It is a strategic business initiative.

According to a survey conducted by Aptitude Research in 2019, 64% of HR leaders are receiving pressure from their CEOs to improve the employee experience. Many senior leaders recognize that the way they treat their employees directly impacts the bottom line. Studies show that companies that focus on employees achieve better business results including greater performance, retention and revenue per employee:

- **Retention:** Companies that improved the employee experience were 3x more likely to improve first year retention according to Aptitude Research Talent Survey.

- **Employee performance:** Companies that improve employee performance are twice as likely to improve employee performance according to Aptitude Research.

- **Revenue per employee:** According to a Gallup study, companies with highly engaged employees outperform their competitors by 147%. Engaged employees are more likely to feel connected to an employer and have a positive experience.

Despite these benefits, many efforts to address the employee experience fall short and organizations are unclear where they should start. In fact, less than 50% of companies have done anything to improve the employee experience in the past year and, according to the Aptitude Research 2019 Talent Study, 20% of companies state that the employee experience is as important as the customer experience. Just as companies are prioritizing customers to grow their business, they must also focus on their employees in order to ensure continued economic success.

In order to improve the employee experience, companies must rethink their strategies and technology options. They must break traditional views of the employer-employee relationship and build a new framework for empowering their workforce through a better experience. This requires putting employees first and investing in solutions that

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