

This changes everything

COVID-19 has changed everything, everywhere. It's changed the way we think, feel and act. And it's fundamentally changed the way that organizations engage with their employees.

But with change comes opportunity

To succeed in these uncertain times, employee eXperience should be a key enabler of organizations' business strategy. It has the power to:



Connect
to an organization's purpose

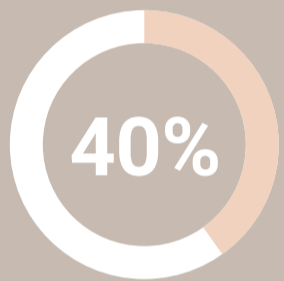


Increase
employee engagement



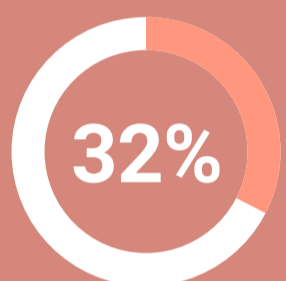
Positively
impact on business results

Kincentric's Global Employee eXperience Research this year showed that many organizations will need to close gaps in their approach to realize the full power of their employee eXperience (eX).



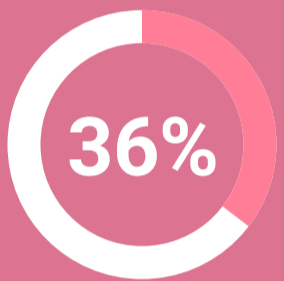
of organizations

have a deliberate approach to their eX strategy, the measurement and the delivery of eX



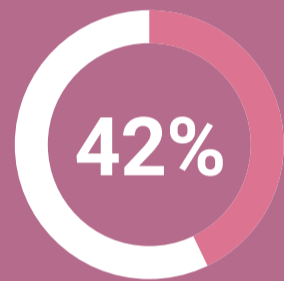
of organizations

have a clearly defined eX strategy



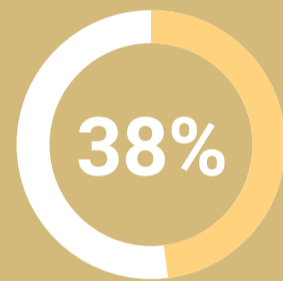
of organizations

say their leaders are ready to create a great eX



of respondents

rated themselves effective regarding the HR capabilities needed in the future



of organizations

have the right surveys/pulses to provide a holistic understanding of eX across the lifecycle

Time to change the way you...

Think



Create an eXtraordinary eX with a clear strategy, constant improvements and delivering on your promises.

Plan



When developing eX strategy, remember your purpose and business priorities. Focus on the key employee groups and the moments that matter for them.

Lead



Support, assess and develop leaders to be caring, confident and connected. These skills are critical for the neXt normal.

Operate



Rethink your pre-COVID HR operating model. Deliver your new strategy and priorities in an integrated way.

Measure



Move to a more continuous dialogue. Use focused, frequent measurement to trigger an in-depth understanding and clear actions.

...to achieve measurable success

Leading up to the pandemic, our research showed that improving the employee eXperience accounted for meaningful differences in organization performance.

Embrace the change

A strategic and differentiated eX will lead to better results.

+2pts

EBITDA Margin above industry average when the eX strategy is linked to the business strategy and strongly supported by senior leaders



EBITDA Margin below industry average is the downside risk of ineffective eX

-4pts

As companies now adapt and look to restore performance levels, we expect that improving the employee eXperience will act as a differentiating factor in how quickly organizations can recover.

Kincentric Global Employee eXperience Research was conducted in May-June 2020 amongst 800 HR professionals and CEOs from 42 countries, providing insights into the eX of 10 million employees across the globe.