



IMPROVE THE EMPLOYEE EXPERIENCE

THROUGH HR SERVICES

Delivering a great employee and workforce experience is critical to attract and retain top talent. However, few large companies are actually doing it well. By taking a disciplined, insights-driven approach, companies can transform their HR or broader business services to help deliver an experience that meets their workforce's expectations and can increase engagement and productivity. Doing so makes good business sense. Companies with a great employee experience outperformed the S&P by 122%.¹

KEY TRENDS

Talent expects hyper-personalization

In a world where consumers can get almost anything customized, workers are demanding customized talent practices and consumer grade worker experiences. Talent expects resources, development and advancement opportunities to be aligned with their professional and personal goals.

Money isn't the only currency, especially for younger workers

People are looking for something bigger than a paycheck and as the largest workforce group, Millennials want greater flexibility, autonomy,

and learning opportunities. They shop around for jobs that are best aligned with their needs and life goals and first impressions can make or break this decision. Millennials value emotional factors, i.e., engagement, quality of life and status and will switch employers to get these.²

The workforce will be liquid

Companies will be working in ecosystems and not just within their own four walls. In addition to full-time employees, future workforces will increasingly consist of contingency or freelance workers. Survey results show that 67 percent of workers want to pursue self-employment or freelance opportunities in the future.³ Leadership also sees this coming: They anticipate that 44

percent of their workforce will include independent contractors or temporary positions by 2018.⁴

Technology is an enabler

Technology is playing a larger role than ever before in employee satisfaction, especially with millennials. They expect to have collaboration tools and to use their own hardware in the workplace. Technology enables organizations to provide the workforce with access to information and resources anywhere, anytime. Automation and AI, coupled with advanced analytics, can increasingly be used to predict and preempt issues, helping reduce frustration and increase workforce productivity.

OUR APPROACH

1. Organize around the “Moments that Matter”

Organizing your HR function to focus on these critical moments will allow you to drive real value, not just deliver a service to your workforce.

- Develop advanced analytics capabilities to understand what the true “Moments that Matter” are
- Organize HR services around workforce needs
- Use human-led design to change from existing process/standards-based approaches
- Cultivate customer-focused mindset and behaviors

2. Transform HR to become agile and focused

Encouraging a laser focus on simplicity and agility will help release savings that can be reinvested to deliver what your workforce wants and expects.

- Simplify and standardize processes
- Remove local customization where not absolutely critical
- Automate and provide self-service to give employees access anytime, anywhere

3. Proactively nurture employees

Balancing proactive technology; automation and artificial intelligence with delivery that comes from human contact builds a more efficient and nurturing organization.

- Use analytics-driven insights to determine how and where to interact and to provide personalization
- Form a technology ecosystem that can anticipate what employees need—and may need in the future—to preempt issues
- Deliver end-to-end services providing integrated access, delivery, and escalation tools (e.g., mobile, workflow, integrated case management)

4. Measure, adjust, repeat

Understanding what makes your employees tick is not a one-time thing. It's important to continually track behaviors, mindsets and problems that face your workforce every day and evolve how you address these.

- Use advanced analytics to both measure performance against “Moments that Matter” and monitor changes in what those moments are
- Focus on a few outcome-based measures for things that can actually be addressed
- Adjust based on insights
- Prepare to continually evolve and improve

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1. “Does Company Culture Pay Off?”, Glassdoor, Inc, 2015
2. “Harness the Revolution: Creating the future workforce”, Accenture, 2017
3. Accenture Future Workforce Survey, 2016
4. Accenture Technology Vision 2016

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