

Empowering people

Finally, IT, marketing, and HR must work together to achieve workplace satisfaction



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Why employee experience matters

The crucial skills required to help enterprises grow as digital entities and compete effectively with nimble digital-native competitors, are scarce and can be hard to acquire. Knowledge and expertise among their current workforce is something they want to retain. Competition for talent is expected to get fiercer. While financial remuneration will always play a large part in talent acquisition, provision of remote/ flexible working and care for employee wellbeing are becoming key determinants for people when it comes to their job.

“The majority of office workers have seen the light and now want to remain working at home for at least 50 percent of their time”.

ISG Provider Lens™ Future of Work - Services and Solutions - Experience Evangelists - Archetype Report 2021

Organizations have had to change very rapidly in the last two years, asking their workforces to operate and perform under difficult circumstances. Much has been achieved and many lessons have been learnt—and now the digital economy dominates.

All these changes have brought to the forefront the importance of employee experience. Organizations need to have strong retention strategies and are increasingly recognizing that positive employee experience leads to better customer experience.

We have all changed in how we interact with brands, and companies must have a joined-up and visionary approach to HR, IT, and marketing. Those that have a joined-up strategy can look forward to gaining competitive advantage over the next few years, while those that do not are at risk of serious reputational damage, and ultimately market share loss.

With nearly 85% of employees worldwide not engaged or actively disengaged at work, companies who view IT as an enabler to increase brand buy-in and to deliver important marketing and HR messages will gain significant advantage over their competitors (*Source: Gallup, 2020*).

Research from Beamery shows that 69% of active job seekers are likely to apply for a job if the employer actively manages their brand, making it one of the most significant deciding factors for candidates (*Source: Guardian, 2021*).

The close relationship between good user experience (UX) and high brand equity has been an agreed consensus point for many years, many seeing brand as a promise to the customers, and a good UX a lead to keeping that promise.

What's interesting about the times we live in, however, is the trend toward humanization of the workforce (Gartner, 2021). This includes a change in perception, with employees being consumers, and the workplace an 'experience'.

Companies that look forward understand that employees now need a career which is based on more than a good salary. Many offer additional perks, for example access to gym facilities, free massages, and gourmet food for staff. The essence of the 'workplace as an experience' comprises all elements of work—the physical, the emotional, the intellectual, the virtual, and the aspirational—carefully orchestrated together to inspire employees.

The consumerization of the workplace undoubtedly creates a halo effect for the company's brand as well as positive engagement with the HR department. Consumption takes place both digitally and physically with employers providing apps and personalized dashboards for their teams.

Bringing IT, HR and Marketing together is easier than ever before and paramount for brand success. Social proof, where influencers, customers or employees endorse or comment on a company online is critical to all brands in 2022, whether they are large or small. Customers leave reviews on websites, tweet openly if they receive bad service and Trustpilot and google reviews leave brands more exposed than ever before. Managing social proof from current and past employees is a challenge. With such a social-media-savvy workforce, it is increasingly common for disgruntled employees to share their poor work experience online. This can have a massive impact on an organization not only from a brand and PR perspective, but also from an employee morale and engagement perspective.

Ex-employees use review websites, such as Glassdoor, and other online forums to publicly air grievances with high-profile consequences. More than ever HR, marketing, and IT managers need to have a coordinated approach to manage brand reputation.

The next phase in workplace transformation: ensuring hybrid working works well for employees and organizations

A more informal human-like interaction with the leadership team enables greater buy-in.

Companies that embrace the shift and view their employees as consumers will thrive while those that don't may lose out.

Recent IDC research shows that organizations which invested in digital transformation (DX) technologies in 2020 enjoyed a 20% increase in employee productivity

IDC's Future Enterprise Resiliency & Spending Survey Wave 6, July 2021.

With the consumption of digital platforms at an all-time high and digital-native Gen Z entering the workplace, employees expect a regular/typical easy UX and a less formal relationship within their teams, compared with previous decades.

When backed by joined-up leadership of HR, marketing, and IT teams, digital workplace transformation goes a long way in offering a positive employee experience.

This, in turn, enables higher employee engagement, with 85% of recent respondents polled agreeing that higher employee engagement translates to higher revenues for their organization

(IDC, July 2021).



Empowering people through hybrid working

Hybrid working and an excellent online experience are seen as standard. If you cannot provide it, skilled employees may look at moving and working elsewhere. This is where Atos and Intel powered Chromebooks come in, offering personalization, and enabling your employees to securely access the cloud anywhere, anytime, and with full access to the tools and applications they need.

The hybrid working model not only supports staff retention, but also gives your organization the opportunity to fish in a larger talent pool.

"(The) hybrid work reality that removes the geographical limitations on talent leads to increased competition for that talent."

States Amy Loomis, Research Director, Future of Work at IDC

She continues, "It goes without saying that a great employee experience can lead to increased talent acquisition and retention. This is especially critical as the world adjusts to a new hybrid work reality that removes some of the geographical limitations on talent, leading to increased competition for that talent."

Whist employees want the flexibility to work from home, they need HR policies and procedures to assist them with work life balance. Home-based employees are reporting that they are working up to 40 percent longer with no correlated increase in productivity, despite the rollout of new digital capabilities and ways of working which were intended to aid productivity.

(ISG Provider Lens™ Future of Work - Services and Solutions - Experience Evangelists — Archetype Report 2021)

Digital transformation solutions and HR innovation are required to support staff with potential remote- working burnout.

Enable, empower, and engage: Transform your way of working

How does an organization embrace this convergence of marketing, HR, and IT for a positive result?



Redefining the concept of work

Redefining the meaning of 'work' is at the heart of an organization. Enterprises that embrace this change can seize incredible opportunities to innovate.

As millennials move into more senior roles and Gen Z enters the workplace, the traditional concept of employment is changing—they are shaking up the world of work.

This has a major effect across the entire workforce. Employees are no longer simply driven by salary and career path. Other factors, such as work-life balance and general well-being, have equal or even greater meaning, so companies that offer flexible hours, remote working, and other perks and benefits will attract and retain the talent.

By providing consumer-style services such as well-being, diversity policies, and hybrid working, organizations will attract and retain the talent needed for future growth.



Offer a seamless digital experience

Most workplaces play constant catch-up with the consumer world from a digital perspective.

Together, through their partnership, Atos and Intel powered Chromebook bring this seamless experience to the workplace, improving employee consumption of workplace tools and giving that high quality consumer-style experience employees expect.

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Build the future, by retaining and recruiting the people you need now

Around the world, workers are quitting their jobs in record numbers with companies scrambling to figure out how to keep them.

In the UK, the number of job vacancies from July to September 2021 was at a record high of 1,102,000— an increase of 318,000 from its pre-pandemic January to March 2020 level (ONS, October 2021). Meanwhile globally, a recent Microsoft survey, taken by more than 30,000 workers, showed that 41% of them were considering quitting or changing professions this year (Worklife, 6/29/21).

By securing the people you need now, you will be able to plan ambitious growth for your organization. Hybrid working, personalization, and addressing accessibility concerns will be the factors to help you attract and retain the right staff, build a competitive and compelling brand, gaining the best talent and skills.

This will be no easy task. Lockdown provided us all with the time and opportunity to reflect. Many re-evaluated what they wanted from their lives, including work. Employees increasingly place priority on their lifestyle; therefore, if not happy in the workplace they are more likely to simply quit.



Create the right employee experience to assure excellent customer experience

Success isn't just a case of employing highly engaged, skilled staff and enjoying high retention rates. Companies taking this approach can win business by offering great customer experiences, born from inspiring employee experiences.

We can no longer offer a strong brand for consumers and employees without offering an excellent digital experience, which is equally important to both.

Organizations will succeed by offering excellent customer experiences, born from inspiring employee experiences. Improving employee engagement will drive enthusiasm and commitment virtually as well as onsite for both individuals and teams.

By successfully combining and integrating virtual, digital, and human contact for the employees, the same positive engagements can be assured with customers to deliver an excellent and uniquely branded customer experience.



Unleash innovation and performance by enabling an increasingly diverse workforce and ways of working

Enabling employees to work in a hybrid or virtual capacity will not only protect operational continuity but will also improve business performance. Innovation happens when employees are engaged and enthused and an organization that offers the flexibility to work both virtually and onsite will reap rewards both at individual and at team level.

Hybrid working supports both evolving operational models and well as changing employee needs and requirements creating an environment for improvement and innovation to thrive.



Next steps

When we talk about employee experience in a modern world, we should consider three key elements working together in unison, namely a strong brand, excellent HR policies, and digital workplace transformation.

It is imperative that departments stop working in silos and with solutions such as Atos workplace as a Service with Intel vPro powered Chromebooks its easier than ever before to have a joined-up approach to offer exceptional employee experiences. Digital workplace transformation needs to run through every department, from marketing and HR through to customer service and sales. An enjoyable and personalized digital experience is not just a case of investing in IT, as it may have been twenty years ago; it is as much a part of the brand equity and HR strategy of an organization as it is a productivity tool.

Atos Workplace-as-a-Service is a turn-key workplace solution providing a robust and personalized approach to the workplace—fit for the new challenges organizations are facing. It includes hardware, deployment, management, and security, offering collaboration and communication systems, helpdesk, training, and resource management that enable organizations to bring together their goals through IT.

Intel vPro® based Chromebooks offer a stable business first approach to hardware by providing industry leading security, productivity the workforce has come to expect, reduced costs, stability and continuity, and overall great user experience. Successful companies will embrace the importance of a joined-up approach to deliver exceptional employee experiences. Once you start seeing your employees as a 'target customer base' as well as members of staff, you will be on the road to gain competitive advantage. Marketing, HR, and IT departments need to work together to provide the same high-quality experience to employees as they provide to customers, to thrive in the changing landscape.

About Atos

Atos is a global leader in digital transformation with 107,000 employees and annual revenue of over € 11 billion. European number one in cybersecurity, cloud and high performance computing, the Group provides tailored end-to-end solutions for all industries in 71 countries. A pioneer in decarbonization services and products, Atos is committed to a secure and decarbonized digital for its clients. Atos is a SE (Societas Europaea), listed on Euronext Paris and included in the CAC 40 ESG and Next 20 Paris Stock indexes.

The purpose of Atos is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

[Find out more about us
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About Intel

Intel (Nasdaq: INTC) is an industry leader, creating world-changing technology that enables global progress and enriches lives. Inspired by Moore's Law, we continuously work to advance the design and manufacturing of semiconductors to help address our customers' greatest challenges. By embedding intelligence in the cloud, network, edge and every kind of computing device, we unleash the potential of data to transform business and society for the better. To learn more about Intel's innovations, go to newsroom.intel.com and intel.com.

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