

TECHNOLOGICAL CONVERGENCE IN ORGANIZATIONS:

Enhancing IT ecosystems for optimized employee experience





In the current IT landscape, employees are inundated with disparate systems and experiencing a technological overload. This cultivates frustration that affects the overall employee experience and, consequently, organizational efficiency through diminished productivity.

Proactive IT leaders are acknowledging this challenge by exploring consolidation strategies to create unified digital experience platforms that align IT, communications and HR verticals. These integrated platforms with AI-enhanced capabilities serve as centralized hubs that simplify information dissemination, task management and interactions. By eliminating unnecessary digital friction, they also help prevent inadvertent data

breaches and compliance risk caused by overwhelming technological diversities.

Streamlining these content repositories into one place where employees can find info, complete tasks and connect with others in the organization provides many business benefits, including revenue growth, higher profitability and greater shareholder returns.

The challenge

The proliferation of point products and disparate systems in the typical make the employee experience confusing. Traditional offerings don't foster communication and provide no consistency in the user experience—employees often must navigate between different platforms to access crucial business information to do their jobs. These administration-heavy platforms create risk as well, with quickly outdated security and compliance baselines that make company data vulnerable.

Successful companies strive to make the consumer experience intuitive and frictionless—why wouldn't they want the same results for their employees? Overwhelming employees with systems and places to go to do their jobs can be costly: The employee confusion from SaaS

overload results in diminished productivity and excess spending on duplicate and abandoned applications. Consider these stats from the 2021 Topia Adapt Survey:

- 70% of employees said it takes an average of 4-7 apps to complete one HR task.
- 60% said their HR tools are disjointed, difficult or outdated.
- 30% of these employees' time each week is spent searching for information.

This technology overload has made the unified platforms crucial for organizations aiming to improve the employee experience. But while the quest for this type of technology consolidation is gaining momentum, progress remains sporadic.

Organizations need a holistic, intelligent platform that anticipates, and addresses, employees' needs and expectations while fostering a culture of respect and inclusivity. Enterprises need and want a single platform, not disparate platforms with different capabilities and commands.

A well-orchestrated consolidation strategy helps avoid cost overruns, streamline data management and even help with talent retention. These consolidated platforms also help improve the company-wide security posture: Simply minimizing the attack surface helps eliminate vulnerabilities associated with multiple, disjointed systems.

The opportunity

The key to simplifying and streamlining the employee experience is meeting them where they are, whether on the web or their mobile device, or via email or inter-company messaging bots. Personalizing the employee experience helps promote the cohesive culture required for the successful modern business.

These "one-stop shops" provide access to company news and quick, easy communication with co-workers in real time. Internal search capabilities provide access to pertinent company data to help save employees time and increase productivity.

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Generative AI and contextual capabilities help automate workflows, improving engagement and easing employee adoption of the platforms' capabilities. Sentiment analytics provide further insight to improve the user experience and make for seamless adoption as well.

Automated capabilities help maintain a secure, compliant network, with processes that adapt to evolving regulations such as GDPR and evolve with changing cybersecurity risks. They help eliminate tedious administrative tasks and automate content governance and modification to cut down on monotonous duties.

Incorporating AI in these consolidated platforms provides business-related benefits that go well beyond improved operational efficiencies and into data science. Real-time, automated analytics provide vital network analysis that enables fast corporate decision-making. Topic modeling and clustering can help categorize documents, make product recommendations and even help with fraud detection.

These cutting-edge platforms include prescriptive and predictive analytics capabilities that tap into advanced machine learning algorithms to analyze company-specific historical data, such as resource allocation and previous business transactions, without the risk of human bias. Natural language processing taps into trend analysis and network analysis that even measure communication effectiveness and help show how to improve transparency throughout company roles.

Go beyond the employee experience with AI

These automated capabilities provide direct benefits to employees. With AI, these consolidated platforms learn and adapt to employee use, helping create targeted communications based on their unique attributes. User-specific comprehension checks help align employee's workload with company strategy.

By personalizing content for each employee, companies maximize engagement and improve productivity throughout the organization.

These automated, unified internal communications platforms are proven to improve employee engagement and satisfaction and, in turn, individual productivity. Companies with the best employee experiences achieve greater revenue growth than competitors, and there is no doubt improving employee engagement goes hand in hand with improving the bottom line:

...simply developing a compelling, personalized experience for all employees would go a long way toward developing a strong, unified corporate culture.

- The WTW Global Workforce Study shows that firms with the highest levels of employee engagement outperformed the market with a 19% increase in operating income over a 12-month period, while their counterparts with low engagement saw a decline of 32%.
- McKinsey & Company statistics show that companies with the best employee and customer experiences achieve revenue growth at a rate 1.8x that of their competitors.
- Gallup's "State of the American Workplace" survey found highly engaged teams show a 41% reduction in absenteeism and a 17% increase in productivity, and organizations with a high level of engagement report 21% higher profitability.
- According to Deloitte's "Global Human Capital Trends" report, organizations with a positive employee experience have twice the customer satisfaction, 12% greater shareholder returns and 25% greater profitability compared to their peers.

Consider a company experiencing high, quick growth via an acquisition. In this example—common in modern business—the growing company needs a way to pull together all of its disparate systems to create a consistent front-end user experience for all its new and existing employees. Having all employees continue to use the different companies' individual software for internal communications and IT would be impossible—at least from an employee satisfaction standpoint.

A consolidated platform would be invaluable to a company such as this; simply developing a compelling, personalized experience for all employees would go a long way toward developing a strong, unified corporate culture. Employees would be able to have questions answered quickly, interact with their new fellow employees and get vital work data—all in one place.

This, of course, benefits the business in turn. The employee experience is directly linked to business outcomes, and studies have shown that an engaged worker is a productive one. Improving the employee experience has shown to increase operating income, grow revenue and even influence customer loyalty.

At large enterprises with thousands of employees, even giving each employee one hour back per year, by simplifying the experience and allowing them to self-service inquiries, could result in millions of dollars in return.

These use cases are further examples of how a consolidated internal platform is pivotal to success for the modern, tech-driven company. Consolidated platforms help align the employee experience with the continued tech evolution in the modern business climate, fortifying the company's position in a competitive market.

Modern AI-powered intranets like Simplr assist tech-consolidation projects while improving employee engagement and culture initiatives. Visit simplr.com/tour-and-demo to learn more.