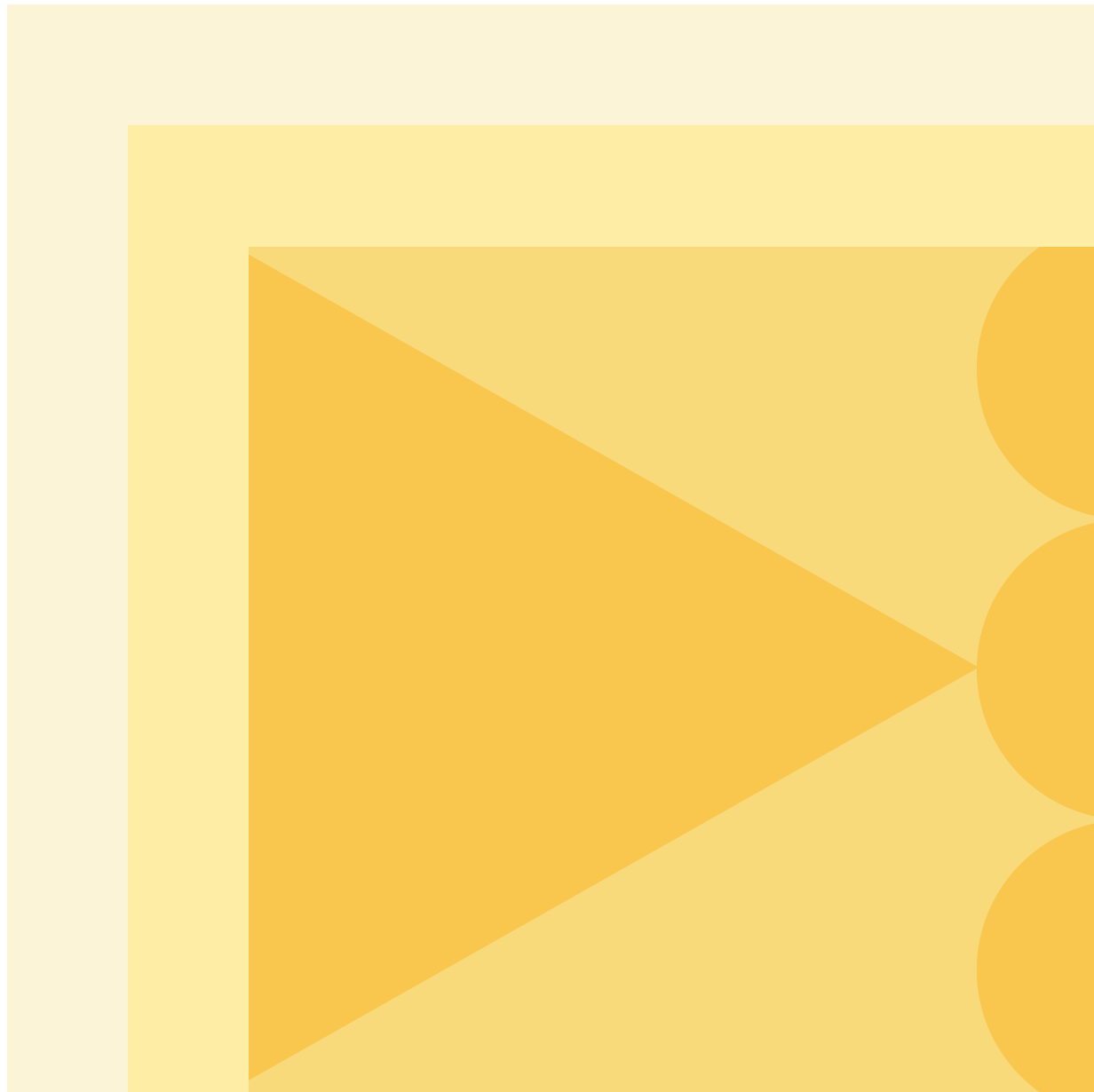NEXT IN EX:

# Trends shaping employee experience

# Introduction

Heavily influenced by artificial intelligence (AI), the four core trends our employee experience experts pinpoint revolve around the imperative to boost productivity, retain talent, and overcome the ongoing challenge of investing in the right EX technology.

## Meet our experts

### Miriam Connaughton

*Chief People & Experience Officer, Simpplr*

Miriam applies her three decades of experience in HR consulting to shape and deliver a great employee experience at Simpplr. She also helps innovate Simpplr's AI-powered technology for the HR user, leveraging her years of consulting experience supporting organizations to transform their HR service delivery and adapt to the ever-changing world of work.

### Carolyn Clark

*VP of Corporate Marketing & Employee Experience Strategy, Simpplr*

A seasoned leader with deep roots in employee communications and employee experience, Carolyn helps Simpplr elevate the employee experience by driving innovation and reimagining how employee communication is delivered in today's world. She has a passion for navigating difficult situations and an ability to drive EX strategy through complicated corporate issues.

### Josh Bersin

*Founder & CEO, The Josh Bersin Company*

Josh is an analyst, author, educator and thought leader focusing on the global talent market and the challenges and trends impacting business workforces. He studies the world of work, HR and leadership practices, and is often cited as one of the leading HR and workplace industry analysts in the world.

### Kathi Enderes

*SVP & Global Industry Analyst, The Josh Bersin Company*

Kathi supports clients and the market with evidence-based insights on all areas of HR, Learning, Talent and HR Technology. She has more than 20 years global experience in management consulting, as a talent leader and in talent and workforce research. She is a frequent keynote speaker, author and thought leader.

# Investing in 'AI for good'

**Trend:**

Embrace responsible AI to increase productivity and elevate EX

Artificial intelligence is a pivotal player in a strategy that Josh calls "the productivity advantage" — helping your organization move faster so you can reinvent yourself faster than the competition.

AI has the power to transform EX by:

↘ **Amping up productivity** — streamlining HR processes, personalizing learning and development, and enhancing employee engagement. "Not only does AI offer productivity gains, but it can lead to refocusing people onto other things of value, and be part of how we solve the talent shortage," Miriam says.

↘ **Targeting communications** — adapting to user preferences over time and fine-tuning their employee experience. "Deeper understanding and saturation of knowledge equals more connected and engaged employees, which equals a more unified and vibrant culture, which equals a more profitable organization," Carolyn says.

↘ **Expanding people leaders' impact** — nudging them to check in on their teams, surfacing and analyzing employee sentiment data, and giving them recommendations to provide more effective support.

However, using AI to increase productivity and enhance the employee experience will be a balancing act. "While AI can automate many HR tasks, it's important not to lose the human touch," Kathi says.

# Simpplr AI — The only AI built for EX

Simpplr <u>securely integrates</u> with your company's structure, policies, knowledge and vernacular to deeply engage employees, improve productivity, surface helpful insights, and service delivery more effectively.

Committed to <u>ethical AI</u> software development, Simpplr deploys its <u>EX·AI</u> across the platform to analyze user behavior, preferences and historical data to recommend personalized content and serve up relevant information automatically.

This ensures employees receive the information that matters most to them.

For people leaders, Simpplr's approach to augmented intelligence shines through in features that support <u>employee listening strategies</u> with Surveys, My Team dashboard, and consolidated Insights & Analytics. This enables managers to proactively address potential issues, opportunities and trends — ultimately leading to improved engagement, retention and productivity among employees.

**Must read that required your attention**

Because you're a member of San Francisco
**Regional Hybrid Workplace Guidelines**

For everyone at Intanet Hub
**Phishing Email Alert**

**Personalized company news**

Latest    Popular

**Human Resources OKR Tracking**
In Human Resources

**Content**
- Latest — Offers personalization
- Popular — Offers personalization
- Select content — All recipients see the same content

**Source**
- Personalized — From sites, topics and people a recipient follows
- Individual site — All recipients see the same content

**Content type**
- All types
- Pages
- Events
- Blog posts

# Unifying employee EX technology

**Trend:**

Use a unified EX platform to keep employees engaged, productive and connected

A unified employee experience platform can relieve the burden of technology overload, enhance engagement, increase operational efficiency, save costs and more.

↘ **Deliver personalized employee support** by leveraging an AI assistant to give employees quick access to personalized information and important tools. "Hyper-personalization is a reality with AI," Miriam says.

↘ **Support peer-to-peer recognition** with built-in recognition and rewards capabilities to streamline the process, making it easy for employees to send kudos and celebrate their peers — without relying on another piece of software.

↘ **Activate and support managers** with greater visibility into what their team members have read, when they've been recognized, and how they're feeling — so they can more easily acknowledge milestones and follow up on any outstanding items.

↘ **Nurture a sense of belonging and connectedness** by increasing accessibility, championing culture, facilitating interest-based hubs for employees to connect and more.

"We must advocate for a unified, intelligent platform that simplifies and enriches the work environment," Carolyn says. "And we have to articulate the direct impact technology has on productivity and culture."

# Simpplr One™: The most comprehensive EX platform that connects, enables and serves employees

With purpose-built, platform-wide AI capabilities powering every aspect of the employee experience, Simpplr One provides everything employees need to thrive at work in one place.

The AI Assistant helps resolve employee issues and answer their questions in an instant, providing accurate and personalized service in a conversational interface.

Using advanced generative AI, it integrates enterprise systems and provides trusted answers, automates service requests, and ensures compliance and privacy — boosting productivity and reducing support costs.

Simpplr's integrated Rewards & Recognition enables employees to easily recognize their peers' achievements, publicly celebrating via the platform's feed. With customized rewards (coming soon), people leaders can show employees appreciation by rewarding their contributions with tangible gifts.

By implementing a unified employee experience platform like Simpplr, HR leaders can reduce digital friction, increase productivity, and help employees feel more connected, empowered and engaged.
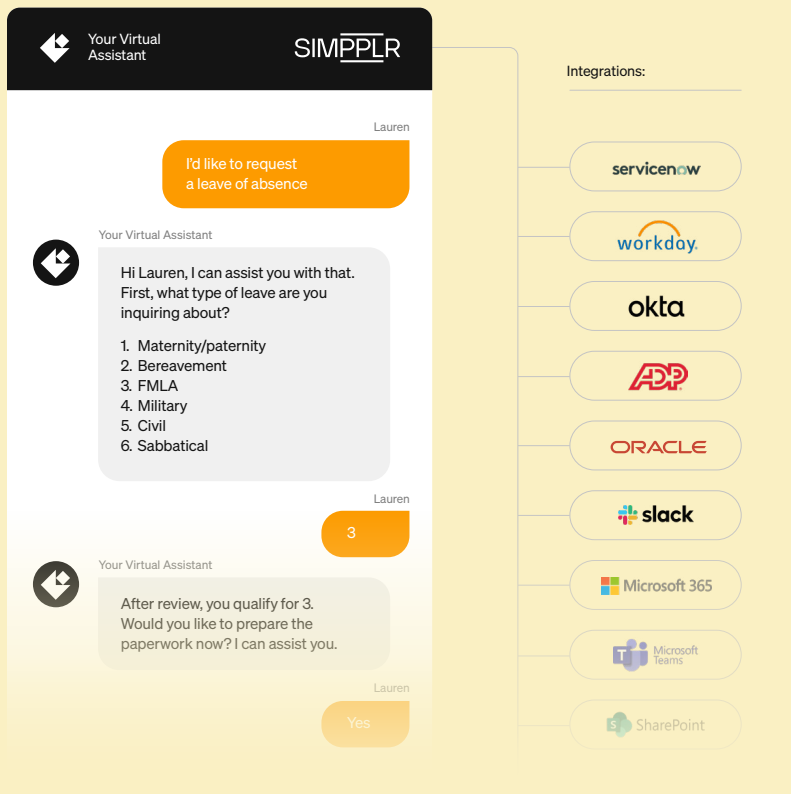
# Prioritizing EX, no matter where or how employees work

**Trend:**

Leverage the right EX platform to design an inclusive employee experience

A new way of working — hybrid, deskless, desk-bound — continues to define the employee experience. Organizations must create a seamless and inclusive work experience for employees no matter where they are — including what Josh refers to as "institutionalizing hybrid work."

The best employee experience platforms can:

↘ **Facilitate a flexible work model** by providing all employees with fast, accurate access to personalized information and important resources. Capabilities such as AI assistants can help fill the gaps in supporting and enabling employees' myriad HR needs.

↘ **Support and enable anywhere employees, including the frontline,** via a digital HQ that's as functional and elegant on mobile as it is on desktop, ensuring seamless communication, data access and compliance.

This diversity of work models is the new reality — so it's critical to leverage technology that helps to keep employees everywhere informed and connected. This will foster a stronger sense of alignment and belonging, while boosting productivity gains and cost savings.

# Simpplr: The AI-powered EX platform that drives exceptional employee experiences, anywhere people work

Simpplr makes the digital workplace experience accessible to all employees, including frontline workers, with a branded mobile experience that centralizes information and knowledge in one place.

Deskless and desked employees alike get personalized content and communications, 24/7 support from the AI Assistant, employee surveys, unified notifications, and real-time access to connect and interact with colleagues and content.

Leveraging such AI-powered EX technology puts HR in a stronger position to deliver a seamless and inclusive employee experience for 'anywhere' employees — ultimately increasing employee retention, job satisfaction and productivity.

# Enabling employee empowerment and voice

**Trend:**

## Use an AI-powered EX platform to activate employees

Employees expect to more actively participate in driving meaningful change within their organization. They want their voices heard, their opinions valued, and leadership follow-up that's timely and transparent. Josh forecasts a shift from traditional employee engagement to a new concept of "employee activation" — "a whole new world of employee listening and action-taking based on feedback."

EX platforms powered by artificial intelligence can activate employees, democratize their experience, and facilitate greater leadership transparency by:

↘ **Enabling employees** to more easily connect with each other and the organization, find greater purpose in their work, share their ideas, and easily create content to influence target outcomes and enhance culture.

↘ **Capturing rich feedback** through a variety of employee survey types, gauging sentiment through AI-powered passive listening, and recommending actions to increase employee satisfaction.

↘ **Streamlining leadership communication strategies** that build trust.

"We need to make EX something that is a participatory activity for everyone," Miriam says. "It's not something that's 'done to' — it's something we 'do together.'"

# Simpplr: Multi-channel communication

Within one unified platform, Simpplr's multi-channel <u>employee communication</u> capabilities ensure communications reach employees at scale across mobile, desktop, chat, email and digital displays. This helps ensure that personalized messages from leadership down reach the right employees in the right channels at the right time.
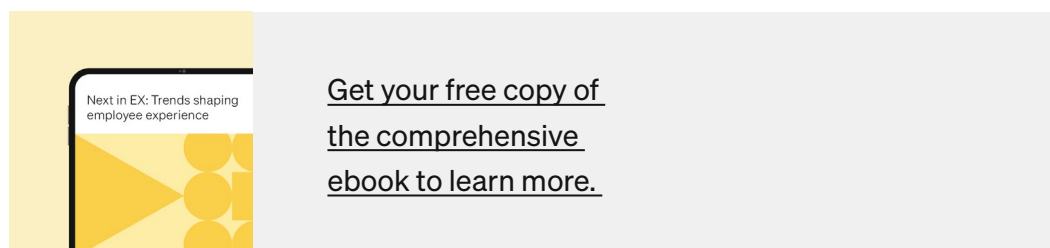
Simpplr's API easily enables the build-out of new channel integrations to increase deliverability, promoting connection and community. And the ability to <u>track analytics</u> across multiple channels and devices streamlines the process of monitoring and optimizing an employee communications strategy.
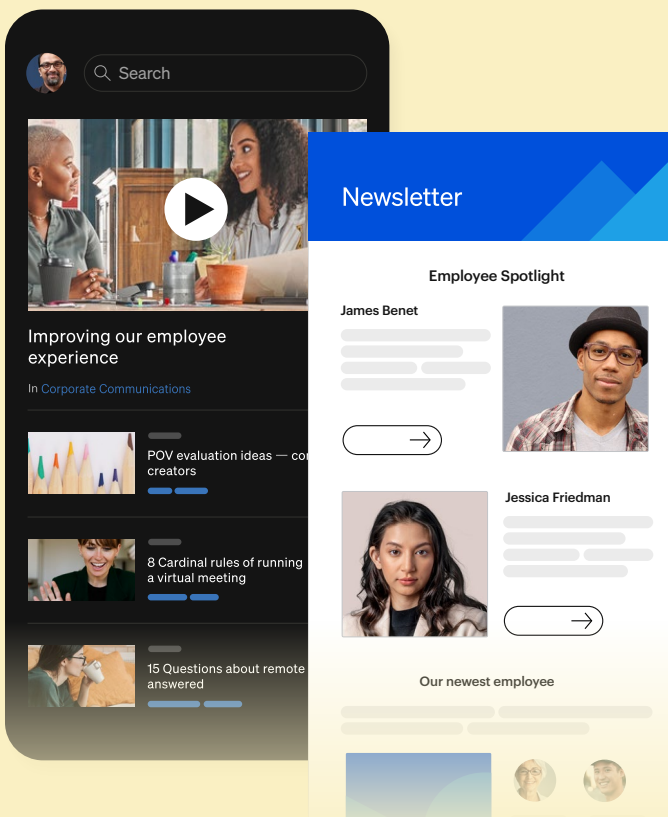
# Conclusion:
# The future of EX is now

When organizations lean into improving the experience for employees, they will see meaningful and measurable outcomes related to engagement, retention and productivity. The right technology can shorten the path to these outcomes by transforming how we create and deliver exceptional EX.

It's time to wrap our arms around AI, which, when used responsibly, can significantly enhance the experience for our employees — and drive all the benefits that flow from putting our people at the center of everything we do.

Next in EX: Trends shaping employee experience

Get your free copy of the comprehensive ebook to learn more.

# About Simpplr

## Who we are

Simpplr's AI-powered employee experience platform goes beyond just an intranet. It will help you deliver an amazing employee experience and reduce HR helpdesk tickets by giving your employees everything they need to do their best work. Simpplr is the only platform that unifies employee engagement, enablement and services, leveraging state-of-the-art AI models to deliver a seamless, cohesive and personalized employee experience.

Trusted by over 1000 global brands, including Moderna, Snowflake, Splunk, Penske, Eurostar and AAA, Simpplr customers achieve significant improvement in their employees' productivity, retention and overall satisfaction. Headquartered in Silicon Valley, CA, Simpplr is backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures, Tola Capital and Still Venture Capital. Learn more at simpplr.com

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