

Why September is the perfect time to focus on employee experience

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Dan O'Sullivan | [+ Follow](#)
Enterprise Sales Lead at Benivo
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Back to school blues

I've noticed a bit of a change in the air in London in the last few weeks riding into work.

While [pollution levels](#) in the capital seem to have remained dismally high during my daily to-and-fro in the wake of the 141 bus, recently there has definitely been an increased chance of encountering stratus, along with her good friend drizzle.

It appears *winter is coming*, and whether it is the weather, the freshly tanned colleagues returning long-faced with holiday nostalgia, or perhaps some prolonged hangover from football not coming home, whatever the reason, it is clear that the mood has soured somewhat.

Oh, and Brexit of course.

It seems as if there are plenty of reasons to be glum right now, and with the final quarter of the year approaching faster than London house [prices are dropping](#), it's about time to

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evaluate progress on those objectives that you nicely laminated and stuck up on the office walls way back in January.

If you are working within HR or responsible for managing a team, it is likely that one of those objectives is to ***improve employee experience***. At this time of year, with employees likely a bit down with the back to school blues and feeling the pinch as we pass the [highest household debt on record](#), it is an ideal time to implement this change.

Where to start

Employee experience means a lot of things to different people, so much so that after so much overuse it has become one of those terms that is beginning to lose meaning. Am I right?

The simplest way I have heard it described so far is in a [Forbes article by GE's Susan Peters](#) as seeing the world through the eyes of our employees, staying connected, and being aware of their major milestones.

Defining what it means to your team is the first step on a journey that will require you to develop an understanding of how your employees currently view working in your company, have some honest discussions internally about how you can improve this perception and then set about implementing all the required changes.

Here are a couple tips on how you can get on top of this project and start improving your employee experience this September:

1: Treat your employees like customers

[Diana Dosik](#), an expert in organisational behavior at BCG, talks about applying the same rigor our marketing teams do in defining external customer journeys to how we understand our employee's interactions internally in the business. Check out her [TED talk](#) for some inspiration and then get out the sticky notes and start mapping it out!

[Denise Yohn](#), a branding expert and contributor to HBR provides a great [case study](#) on how she helped define the employee journey for one of her clients, with the following discrete areas having been identified:

Sourcing & Recruiting

Pre-boarding

On-boarding

Compensation & Benefits

Ongoing Learning & Development

Ongoing Engagement, Communication, &
Community Involvement

Rewards & Recognition

Performance Planning, Feedback, & Review

Advancement

Retirement, Termination, or Resignation

2: Imagine a perfect workplace

Once you have identified the key stages of your employees journey through the business, it's time to define what you would like the ideal outcomes to be at each stage, both for the business and the employee. Make sure you back up each desired outcome with measurable data points so that you can track progress towards it.

Last year we adopted one of our clients' best practice methodologies in implementing [OKR's \(Objective Key Results\)](#) across our business and have already seen this pay dividends in terms of improving visibility on what teams are working on and ensuring we are taking a data driven approach to goal setting.

[Net Promoter Scores](#) are another powerful way to assess and track the return on experiences you deliver and relate them to the strength of your employer brand. At Benivo we've created a [free tool](#) to capture the feedback we receive from our clients' employees who rate our own services. If you have any questions on how to use this, feel free to reach out for a chat.

3: Make it a reality

Once you know where the holes are in your employee journey, you will need to close the gap between your as-is and desired experience. One of the decisions you will need to make is whether you feel you can deliver this capability internally, or whether it makes sense to get some help from a specialist third-party vendor.

There are vendors that will be able to support you at every stage of the employee life-cycle. For example over here at Benivo, if we take a look back at Denise's case study above, as our goal is to improve the employees welcome experience, we would be able to provide support in defining and improving the **Attraction, Pre-boarding** and **Onboarding** phases.

However you choose to tackle employee experience improvements, what is important is that you have a strategy in place and are working every day towards making things better for

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your employees. In terms of prioritizing getting started, as the saying goes, there really is no time like the present.

About Benivo

We deliver our clients a branded SaaS platform and scalable service that enables them to improve pre-hire attraction and conversion through our location [Spotlight](#) platform; scale and improve relocation experience through [Destinations](#); and ensure better consistency and retention of new starters through [Welcome +](#).

Read More...

For case studies, white papers and thought leadership check out [Benivo's Reading Room](#), or to hear what employees think about our service head to [our wall of reviews](#). Feel free to check out the [Benivo 3-part White Paper Series](#) on employee experience where we explore which strategies have the biggest impact on the Employer Brand, and why it's important to invest, measure, and manage them.

Get Started...

If you are ready to shake things up for improving employee experience for the early stages of the employee life-cycle, we are currently running a September pilot offer. If you haven't received an email about this yet, please do get in touch by emailing me at daniel@benivo.com or call me direct +44 (0) 203 030 8534.

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