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Cutting Through the Noise to Create a Continuously Engaged Workforce

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firstup

“The pace of
change has
never been this
fast, yet it will
never be this
slow again.”

Justin Trudeau, 2018



Hybrid is here to stay

but is leading to burnout

76%

of employees want hybrid
working in some form
going forward ¹



69%

of employees are experiencing
burnout symptoms while
working from home ²

Source: 1. The State of EX, 2021, Tivian. 2. Monster, July 2020

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Deskless are the majority

but often feel disconnected

80%

of the global workforce
are deskless ¹



84%

of deskless employees say that
they don't receive enough
communication from
employers ²

Source: 1. Bersin, The Big Reset Playbook: Deskless Workers, 2021. 2. Ragan, July, 2018

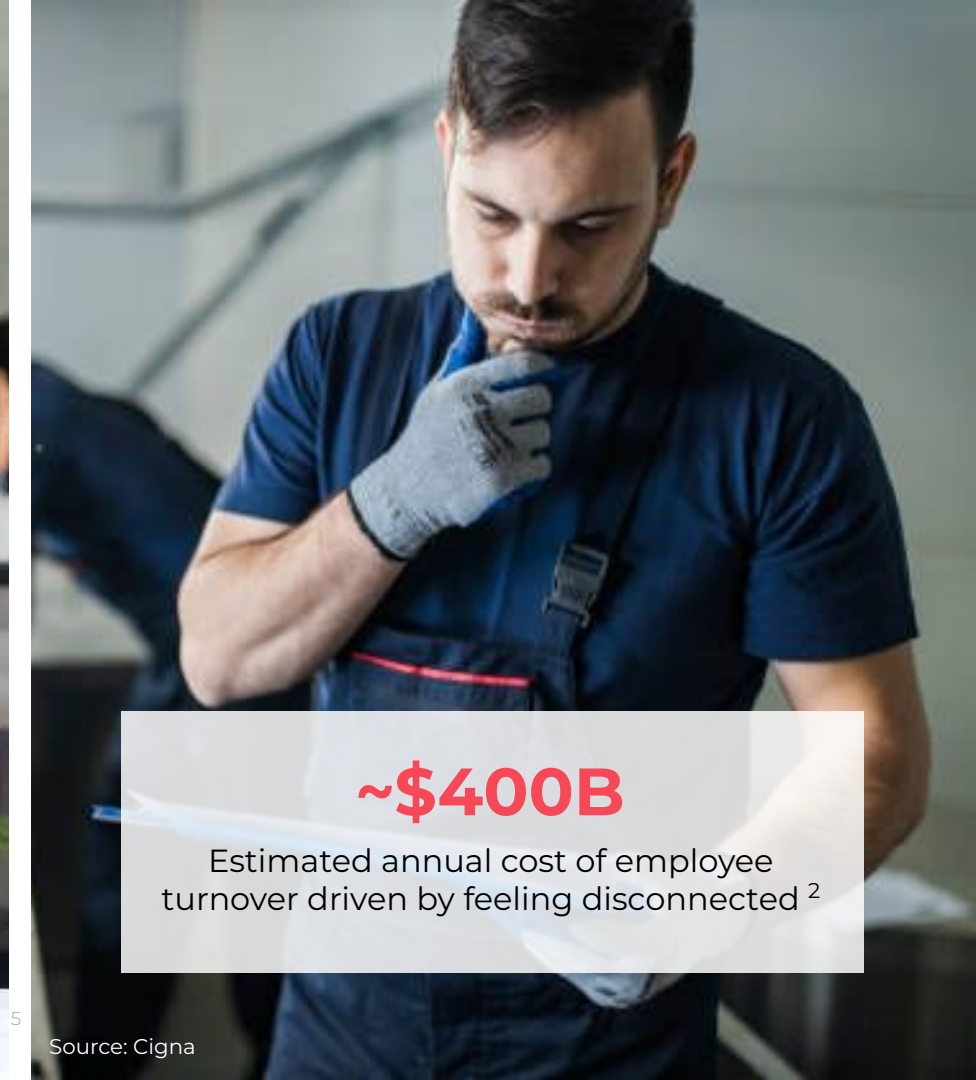
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~\$500B

Estimated annual cost of workplace stress and burnout ¹

Source: 1. American Psychology Association, July, 2021



~\$400B

Estimated annual cost of employee turnover driven by feeling disconnected ²

Source: Cigna

Digital overload: It's too much!

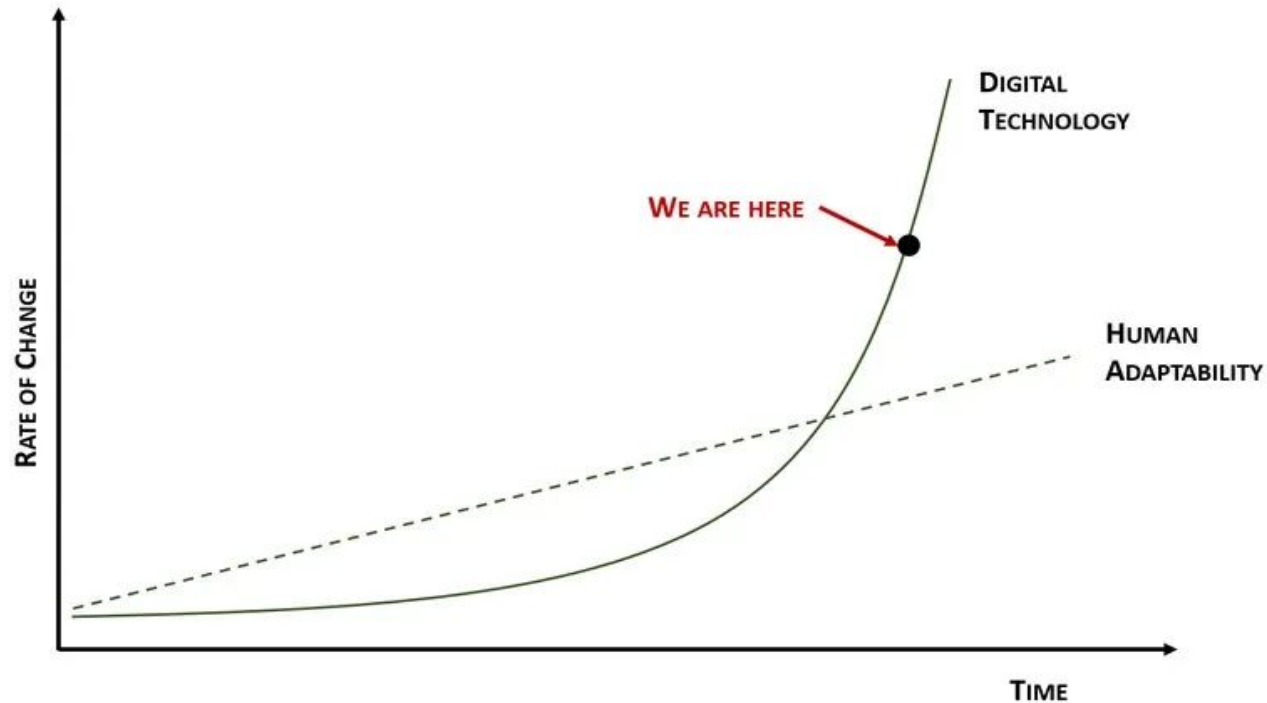
Employees can't hear through the noise



129

The average number of digital apps deployed to employees by large organizations

Humans can't adapt at the rate technology is advancing





91%

Employees reported they
were frustrated with their
work software

Source: Is work tech keeping pace with employee expectations? Freshworks June, 2022

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49%

Employees reported that
inadequate workplace
technology causes stress

Source: Is work tech keeping pace with employee expectations? Freshworks June, 2022

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Employees are expecting improvements

83%

of employees would like
to see more done by their
organizations to improve
the digital employee
experience

TL;DR

an overload of
information ≠ communication
≠ connection
≠ engagement



Moments in an employee journey



Micro-moments **define** the journey keep
your people engaged and connected



Continuous learning to create hyper-personalised employee journeys



Continuous Learning - Real-time insights spanning the entire employee journey

Open
Rate

Acknowledgement

Survey/Poll
Responses

Event
Attendance

Posts and
Comments

Employee
Sentiment

An employee centric approach

What does each employee need?

Where is the best place to engage?

When is the right time to engage?

How are they actually engaging?



Personalised employee journeys for engagement and retention

Design employee journeys

Create delightful experiences around big and small employee moments

Create impactful content

Create effective and engaging content formatted for any delivery method

Right audience, right time

Target the right employees with the right messages to create true engagement

Multi-channel delivery

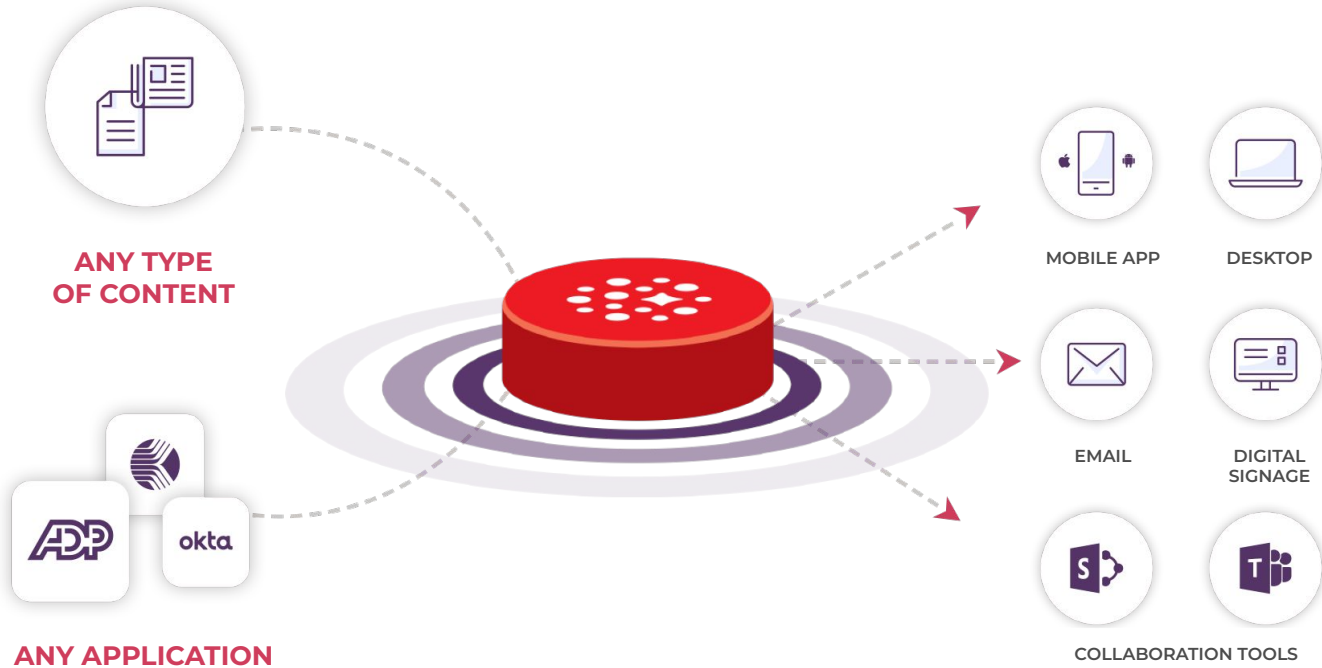
Reach every employee on their preferred mode of consumption

Continuous listening

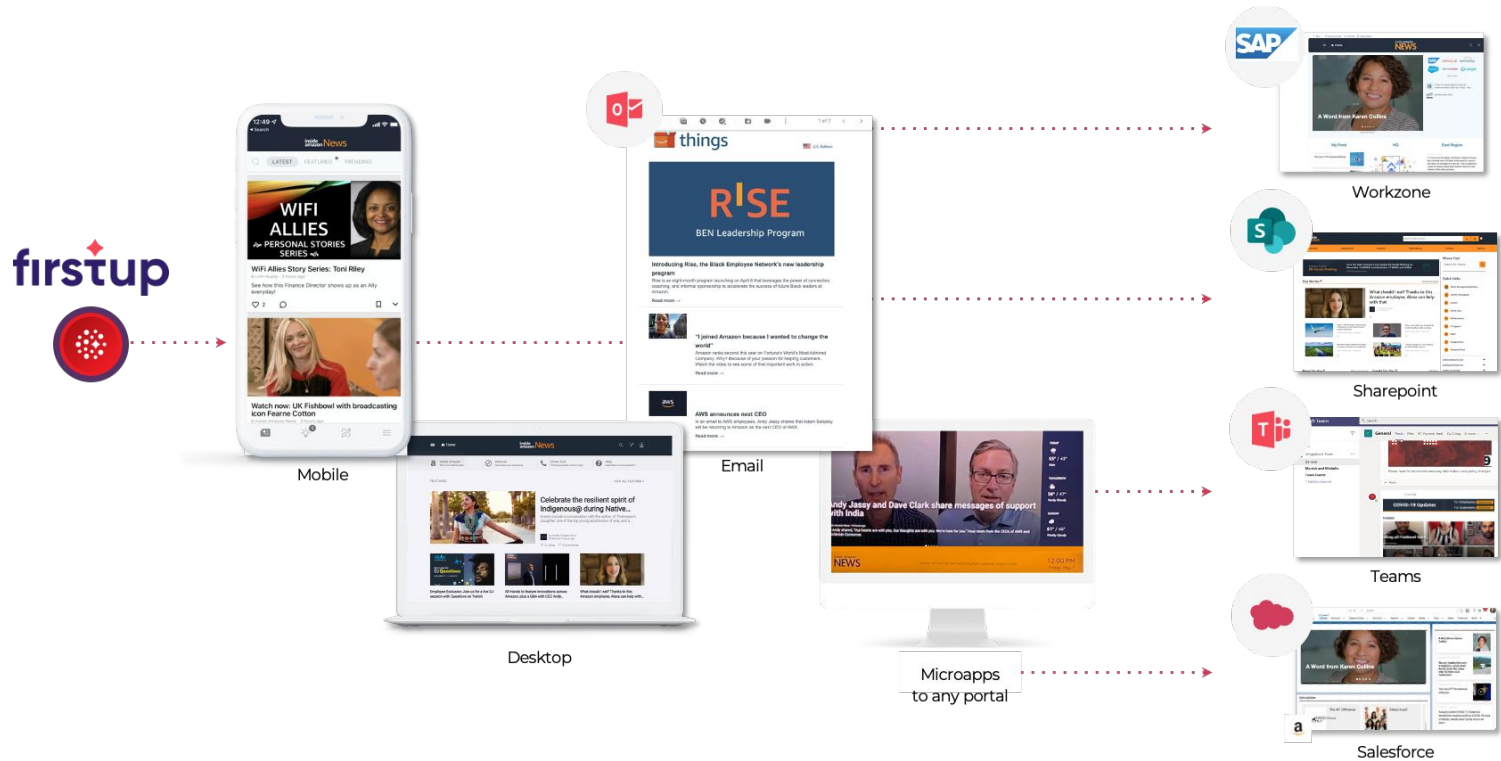
Gain real-time insights spanning the entire employee journey

The Easy Button.

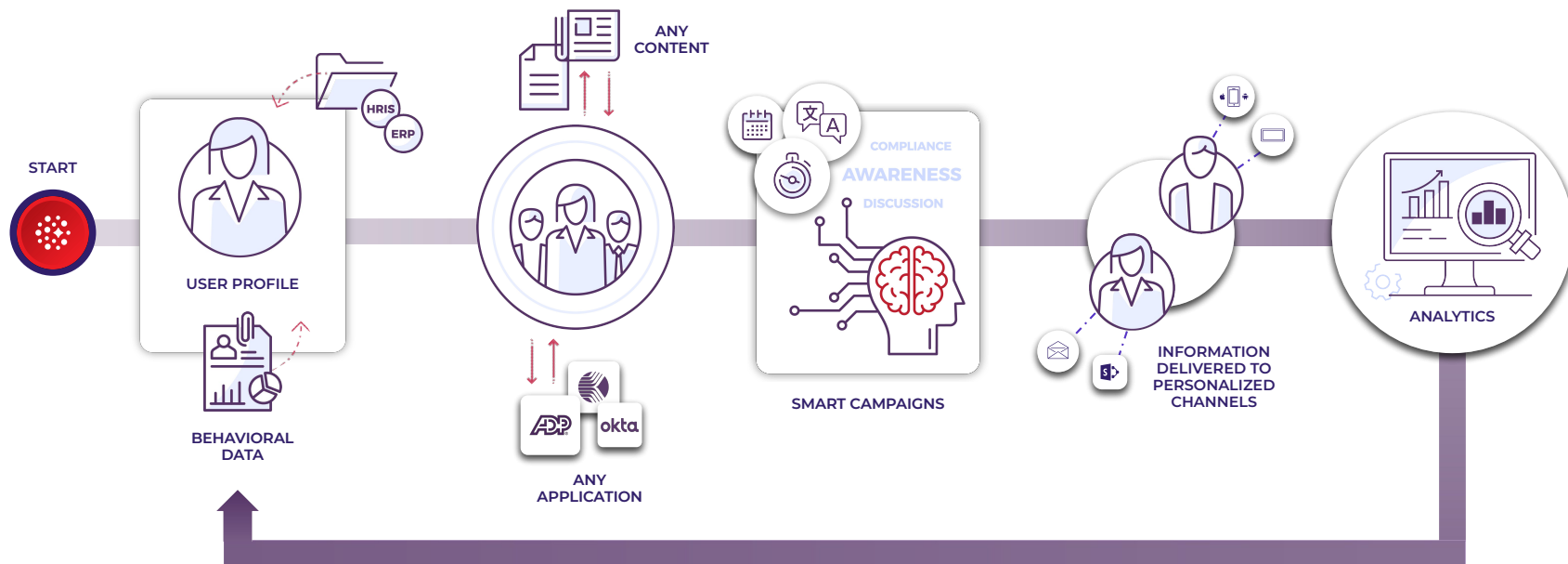
Reach employees where they are—our **UX anywhere** approach.



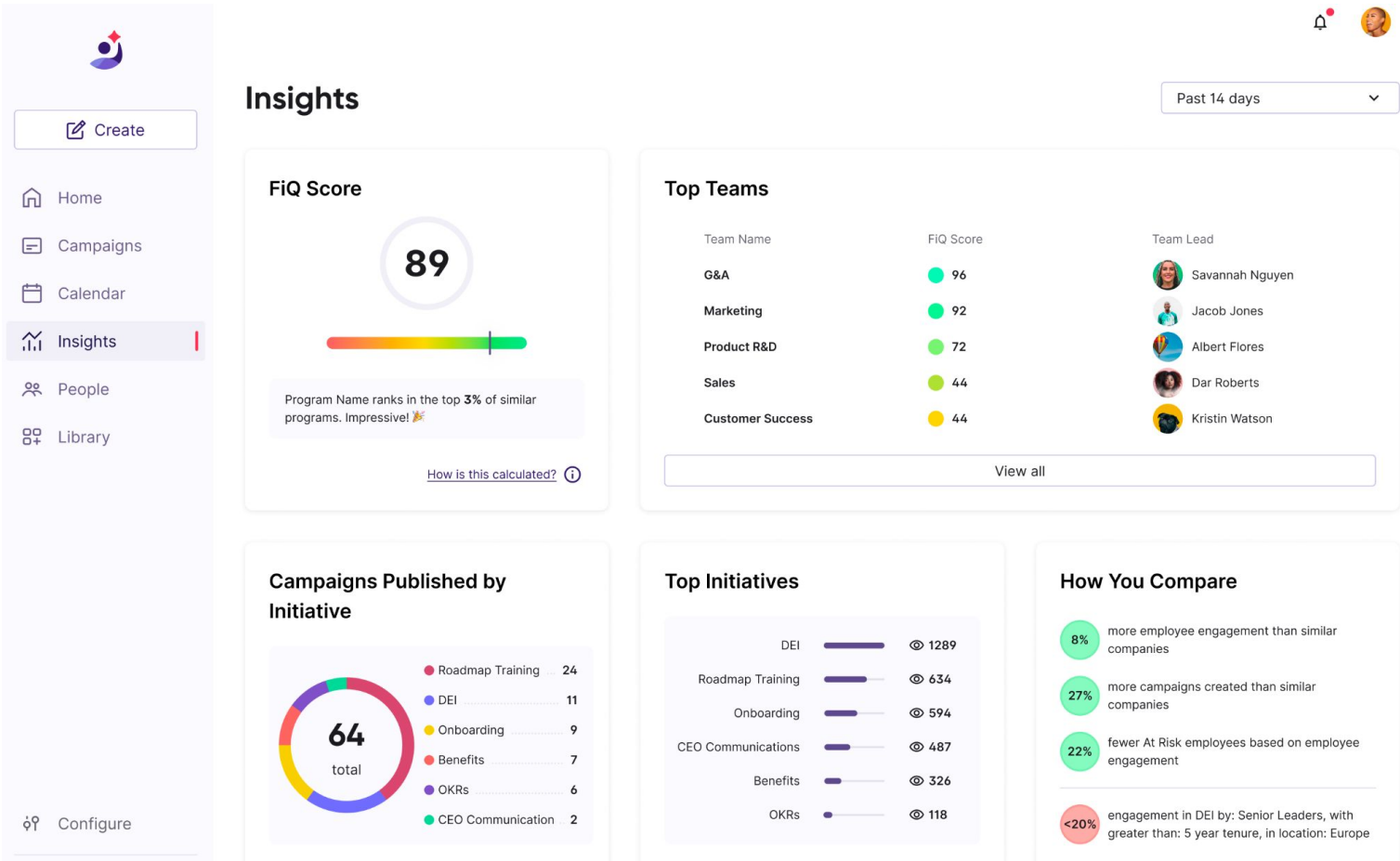
Personalised, consumer-like, multi-channel, digital experience



The Firstup Orchestration Engine

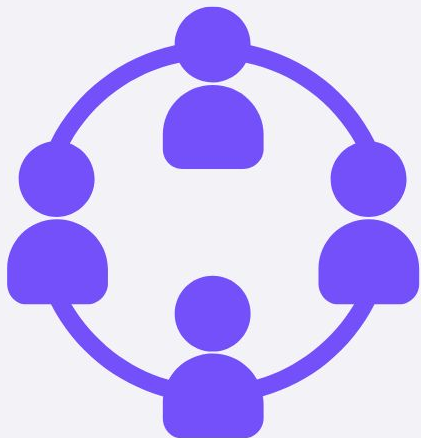


Insights and predictive analytics



Reaching and engaging over 15 million employees globally





Find out what
they want. What
they really, really
want.



Human
connections
spark joy. Find
the most
authentic
people.



Build a
community first.
Better yet, let
them build it.

What they want.



Raising Cane's, the wildly popular fast-casual restaurant brand known for its ONE LOVE® chicken finger meals, built its vibrant culture on service. Spread across 560 locations with 30k+ employees.

Human connections spark joy.

#LVHNProud Friendship Selfies

Today is National Make a Friend Day. Snap a photo of you and an LVHN colleague who has become a good friend and submit it to the #LVHNProud channel on LVHN Insider. Share a fun fact about your friend or how you met so others can get to know that person too.



LVHN Insider · 5 days ago



Let them build community.



CELEBRATION AND APPRECIATION

Pinktober, a celebration in October of National Breast Cancer Month, is a cause WFC supports after an employee who is a survivor began encouraging others to wear pink once a week. Now, departments come together to take team photos, with many teams having special t-shirts made to show support for WFC's survivors and warriors. Pinktober provides WFC employees an entire month to share their thoughts, ideas and experiences with their co-workers.

People-first brands rely on Firststep

Business Services



CPG



Energy



Financial Services



Healthcare & Pharma



Manufacturing



Retail & Hospitality



Transportation



Thank You

