



# Improving Productivity and Collaboration in the Hybrid Era



Setting employee experience initiatives for retention

# Introduction and agenda



Product Marketing Manager

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**Why hybrid work is here to stay**

**Challenges of hybrid work**

**Enhancing the hybrid experience**

**Customer case studies**

# Why Hybrid Work is Here to Stay





# The World of Work has Changed Forever

18%

of workers prefer a hybrid  
work mode



The last 18 months of the pandemic has accelerated a fundamental shift in how and where we work.



The businesses that make a success of hybrid working will be those who can **overcome challenges** quickly, adopt the right technology and culture, and bring their people, customers and systems along with them.



# The Brave New World of Work



Hybrid working creates vast opportunities for the way we shape our offices and business premises, the way we communicate with colleagues, clients and customers, and what work will look like from now on.



Enterprises are needing to balance the physical and digital worlds of work. New workplace models and policies need to be considered by business.





# The Brave New World of Work

## 3X

Companies with healthy cultures have three times greater total returns to shareholders

Reported outcomes of employees in a hybrid working model.

- **Better mental health**
- **Stronger relationships**

(McKinsey, 2021)

# Challenges of Hybrid Work



# The World of Work has Changed Forever

18%

of the global workforce is considering leaving their employer this year.



Many teams are becoming **siloed** and **digital exhaustion** is a real threat.



Endless Zoom calls, emails and Slack messages have left many employees **feeling isolated and burnt out**. While employee collaboration is increasingly challenging.



The lack of real-life communications has the risk of **hampering collaborations** and the ability to innovate, generate new ideas and foster a diversity of opinions.





# The World of Work has Changed Forever



While optimizing remote work is a priority for many companies, we need to **reimagine onsite** work life as well.



Many businesses are resistant to these changes, seeing an office-based workforce as the only way to **drive productivity and a sense of togetherness.**



# Enhancing the Hybrid Experience



## What is **employee experience**?

The employee experience is the effect of the touchpoints that comprise the journey an employee takes with your organization. It includes every interaction that happens along the employee life cycle.





## Enhancing the Employee Experience

70%

of workers want  
flexible remote work  
options to continue



65%

are craving more  
in-person time with  
their teams

Adopting a model that responds to the needs and demands of your different types of workers, will be most successful, taking into account **physiological and physical safety** as well as employee wellbeing.

(Microsoft, 2021)

# Putting Technology to Work

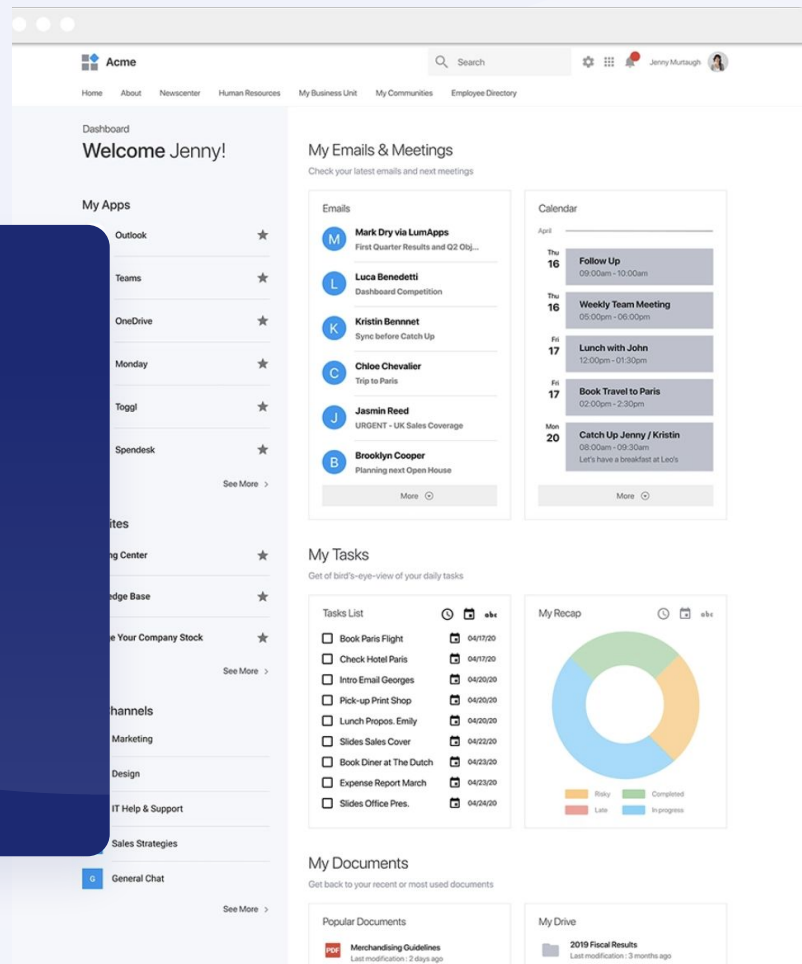




# Invest in technology that unifies the employee experience



Adopt an employee experience platform that engages every employee with **personalized communications**, regardless of location or language, and empowering them to do their best work by connecting them with the tools and information they need.



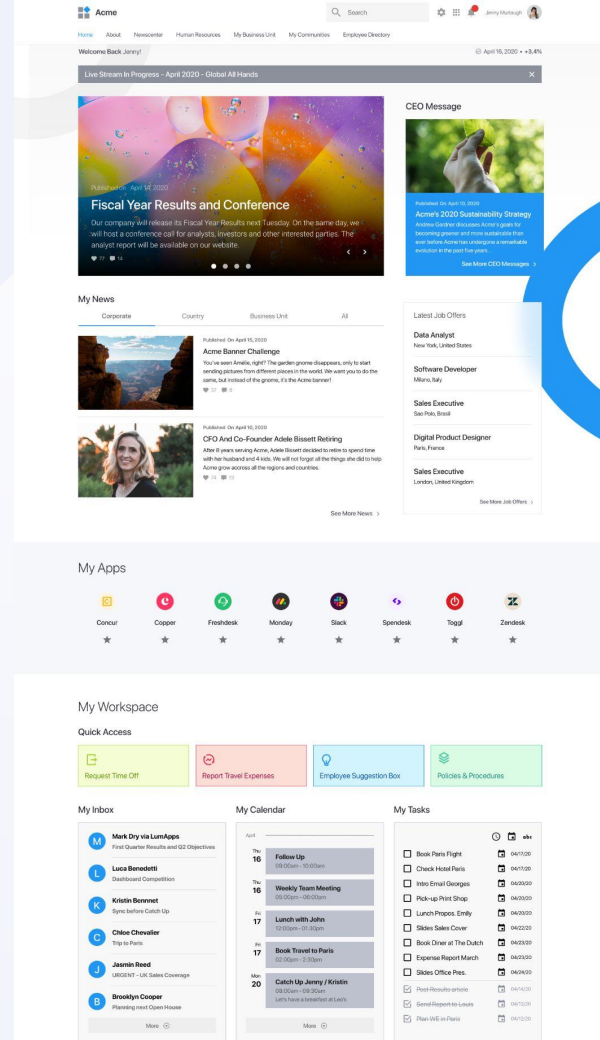
# Benefits of an Employee Experience Platform



Enterprise organizations that help employees connect and work better will **outperform the competition**, encouraging greater creativity, increasing profitability and improving their reputation.



Employee experience platforms can also **build company culture** and provide a means for all employees to **communicate**, be heard and feel a sense of belonging to your organization



Setting employee experience initiatives for retention

# Craft personalized **employee experiences**

Design tailored experiences to deliver the needed knowledge based on the employee journey



Multi-step campaign



Dynamic targeting



Multi-channel broadcast



Actionable insights

← Back to journeys

Ines Gomez - 1 week ago

## Acme Onboarding

Audience only - 112 passengers

Congratulations! You joined the team of Acme! You will find the next step of your onboarding in this page, do not hesitate to come back to get the most important information!

Overall goal · Only visible by you [Analytics](#)

Goal 100%

Step 1 100%

↓

STEP 1

### Welcome to Acme!

Gravida dictum fusce ut placerat orci nulla pellentesque. At augue eget arcu dictum varius duis at consectetur lorem. Sem integer vitae justo eget magna fermentum iaculis eu. Cum sociis natoque penatibus et magnis dis.

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Broadcasts · Only visible by you [Analytics](#)

ALL SENT

July 12, 2021 at 11 AM · Smart reminder 2 days after

Email to Humanitatis · Slack message to Officials

112 / 112 Views

32 / 32 Likes

↓

Gravida dictum fusce ut placerat orci nulla pellentesque. At augue eget arcu dictum varius duis at consectetur lorem. Sem integer vitae justo eget magna fermentum iaculis eu. Cum sociis natoque penatibus et magnis dis.



Setting employee experience initiatives for retention

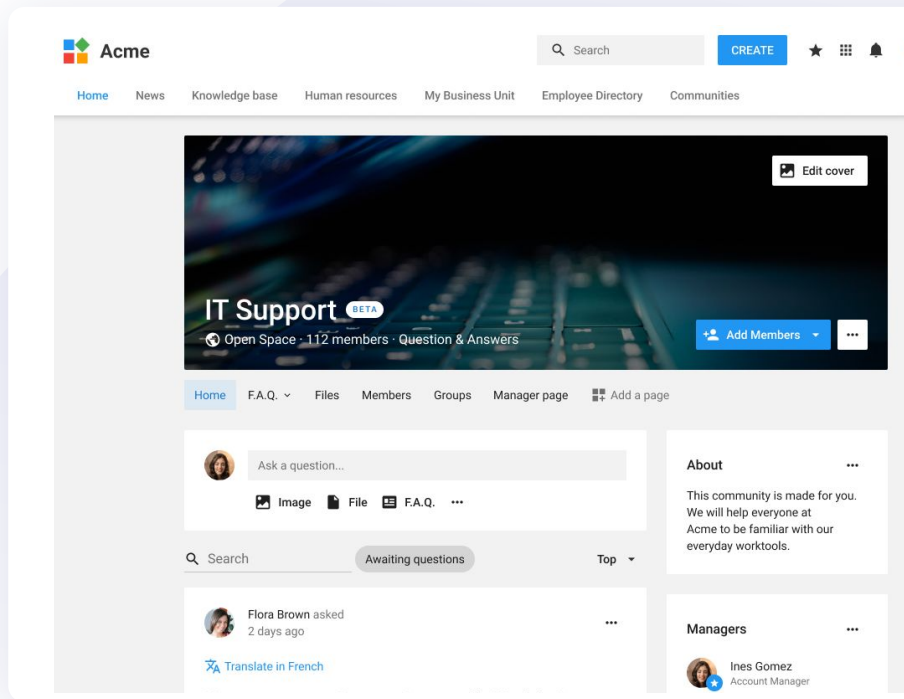
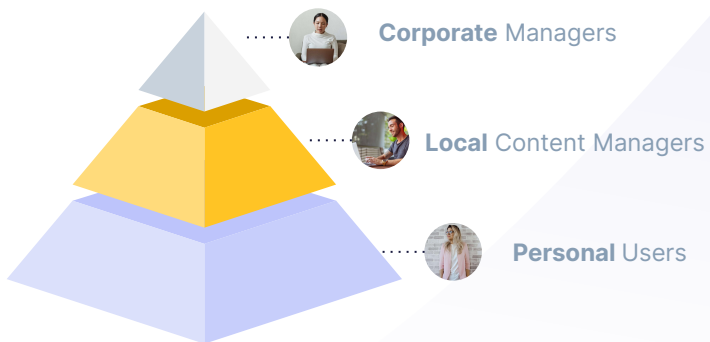
# Enable autonomy and local governance

Spaces designed for governance and autonomy to empower local team to communicate, work, share knowledge, idea, collaborate...

Governance

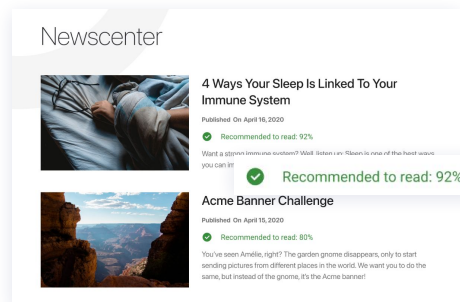


Autonomy



Setting employee experience initiatives for retention

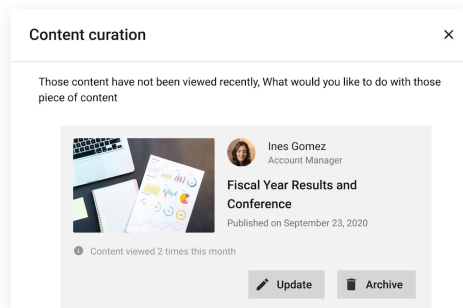
# Deliver **smart**, data-driven experiences



*Actionable Insights for Employees*

## FIND, DISCOVER, LEARN

Find talents & experts  
Discover content & communities



*Actionable Insights for Corp & Local Managers*

## SIMPLIFY PLATFORM MANAGEMENT

Identify trending topics  
Curate content  
Organize content  
Foster content creation



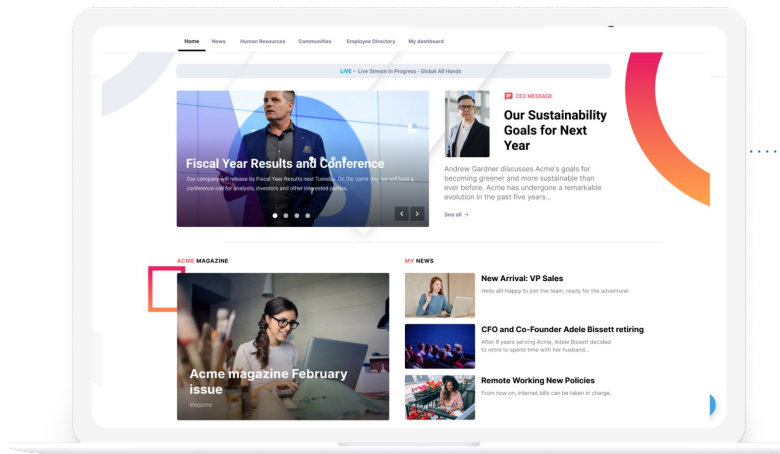
Every day, each organization **creates a large amount of data and information.**

Employees interact, share, create and read... It's difficult to navigate, they're overwhelmed by the mass of information.

Setting employee experience initiatives for retention

# Make work immersive & contextual

*In the flow of work...*

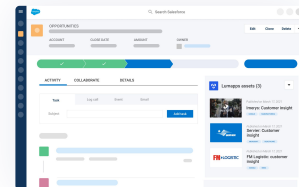
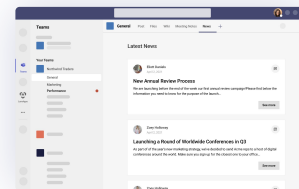
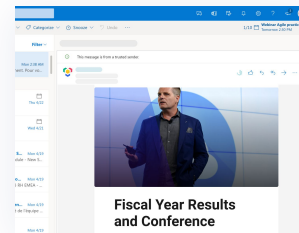


*Bring the relevant information to employees in their system of work - give them a voice and opportunity to interact and collaborate*



now

SAP



# Connect Everyone, Anywhere, Anytime

Mobile device use surpasses desktop use worldwide.



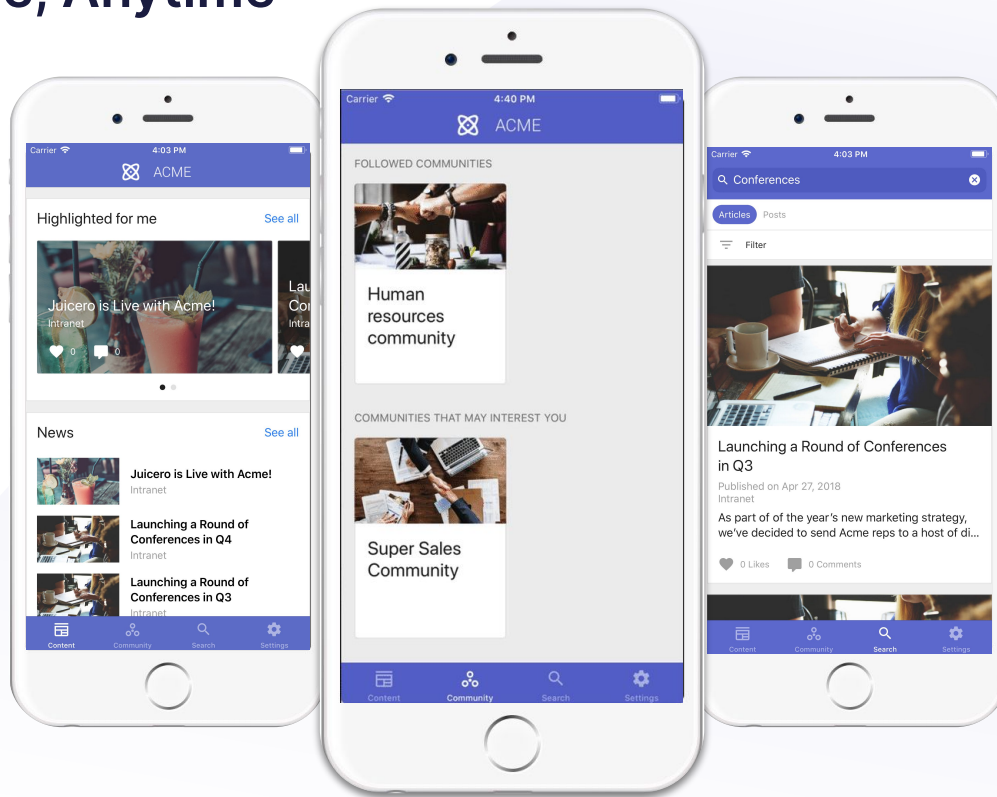
## Everywhere

Field workers, mobile workers, travelers, shop associates, and remote employees all need access to information no matter where they are



## Anytime

Empower employees with more freedom and flexibility to work on-the-go or offsite.





**ENGAGEMENT**



**ENABLEMENT**



**EMPOWERMENT**



# Customer Case Studies





The Future of Work

# Customer Story



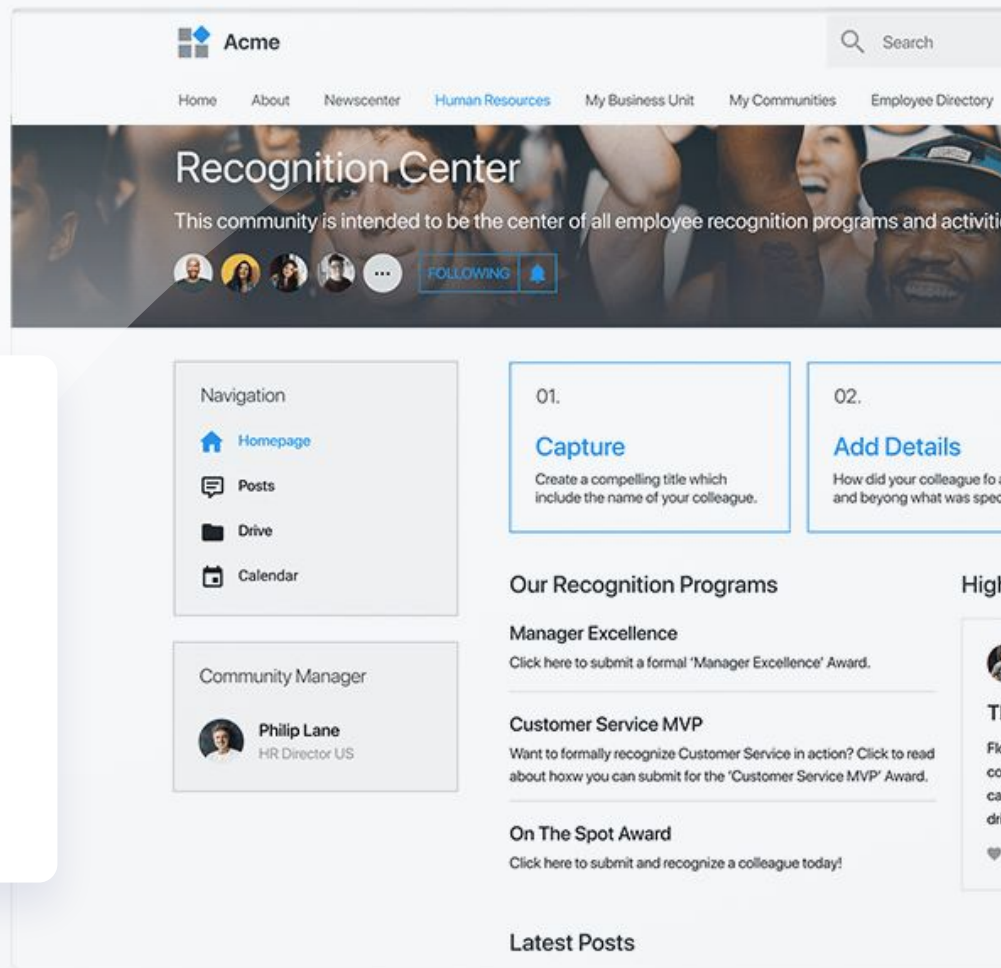
15,000  
employees



150  
Countries



**Needs:** Connecting and engaging  
on a global scale



LumApps for Frontline Workers

## Customer Story



3,200  
employees



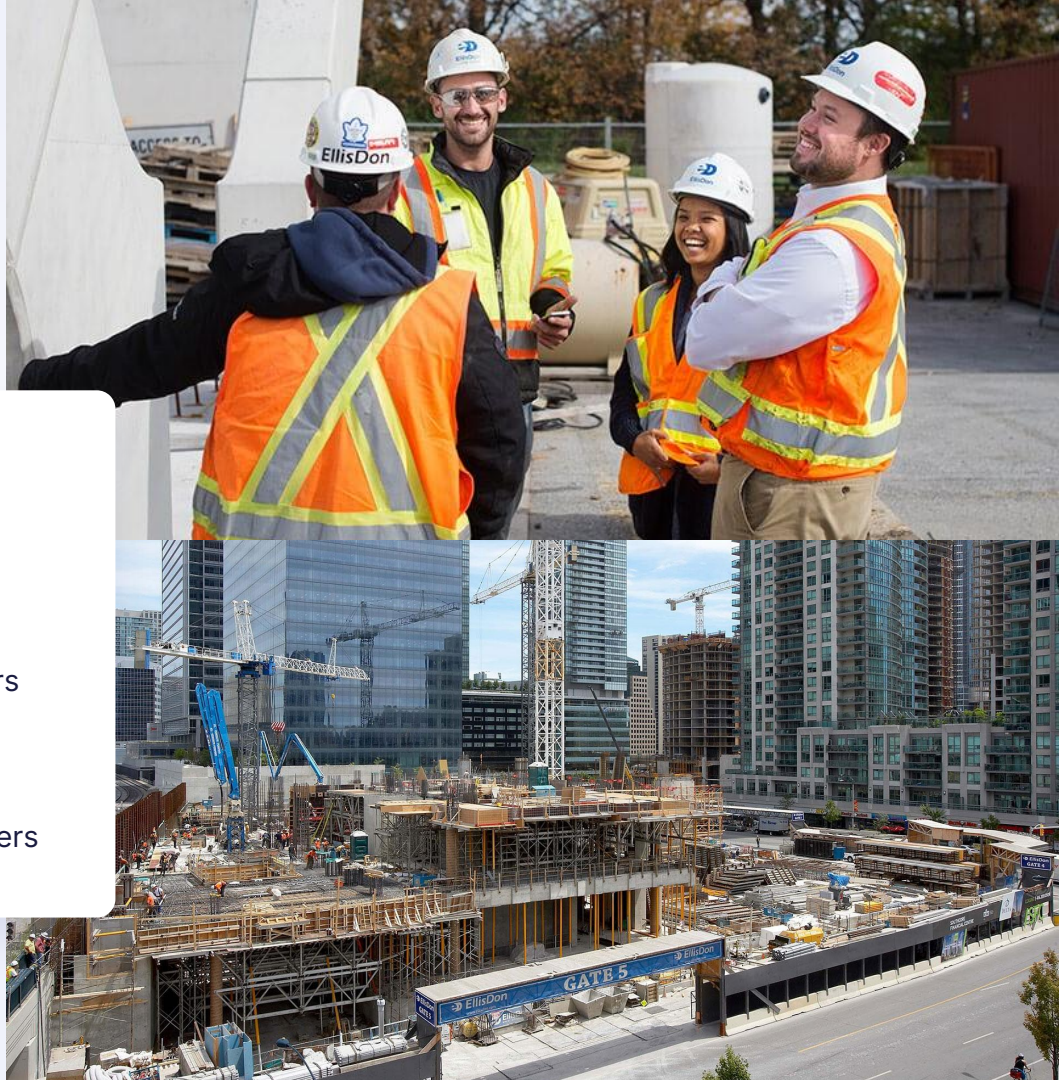
1,600  
field workers



12  
offices



1,600  
office workers







**Thank You!**