

# Employee Experience

A Step-by-Step Guide to Implementation

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## Get leadership buy-in...

...by demonstrating why employee experience is a worthwhile investment. Clearly explain the current gaps and inefficiencies in employee experience, how it ties back to the customer experience and the brand's bottom line.

- create examples
- develop a business case
- gain leadership buy-in

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## Create a cross-functional team...

...with deep, lasting knowledge of the processes, programs and frameworks that make your company tick. Focus on understanding the current employee experience: What do you know about your employees today? How long are they staying? Why are they leaving? What pain points, challenges and barriers do they face each day?

- create a team
- conduct interviews
- review employee surveys
- gather more information

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## Map the employee journey...

...to comprehensively represent what a typical employee goes through every single day in their work environment—from their hurdles to their frustrations and needs. A critical component of this mapping step should identify where the employee journey links to, and how it impacts, the customer experience journey.

- create employee journey map

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## Prioritize...

...by first identifying potential opportunities to redesign the highest-friction experiences that your employees face, or where they need empowerment, data, tools, resources and leadership in order to succeed. Which opportunity, if solved, would have the most impact and be most valuable to employees and the company?

- impact/value analysis
- identify quick wins
- take action
- create future roadmap

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## Purposefully design...

...the new experience and put plans in place to fix problems. Focus on intentionally designing experiences to create lasting business value. Your project should measure impacts like increased productivity, reduced cost-to-serve or cost-for-acquisition and the number of additional services sold. These translate directly to distinct financial results.

- design new experiences
- put plans in place
- take action
- highlight results

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## Pilot...

...to design an ongoing experience discipline that introduces systematic changes to improve your employee experience. Build business cases and demonstrate how employee experience creates strong engagement for your employees, and how it has a cascading effect on improving customer experience.

- pilot
- build business cases
- share success & impact

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## Incorporate the discipline...

...to build a steady voice for the employee and create ways for them to innovate the experience. Build out ways to test and iterate on what's working and what's not. Focus on the impact and deliberately put structure in place that enables your company to make changes while continually systematically improving employee experience.

- capture employee input
- test & iterate
- build structure and continue



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