



The Future of Employee Experience Management

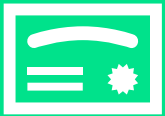


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Unisys

Accelerating Momentum for Experience!

01



1st Gartner
MQ for DEX

02



DEX community
growth x 10

03



Role of
CXO

04



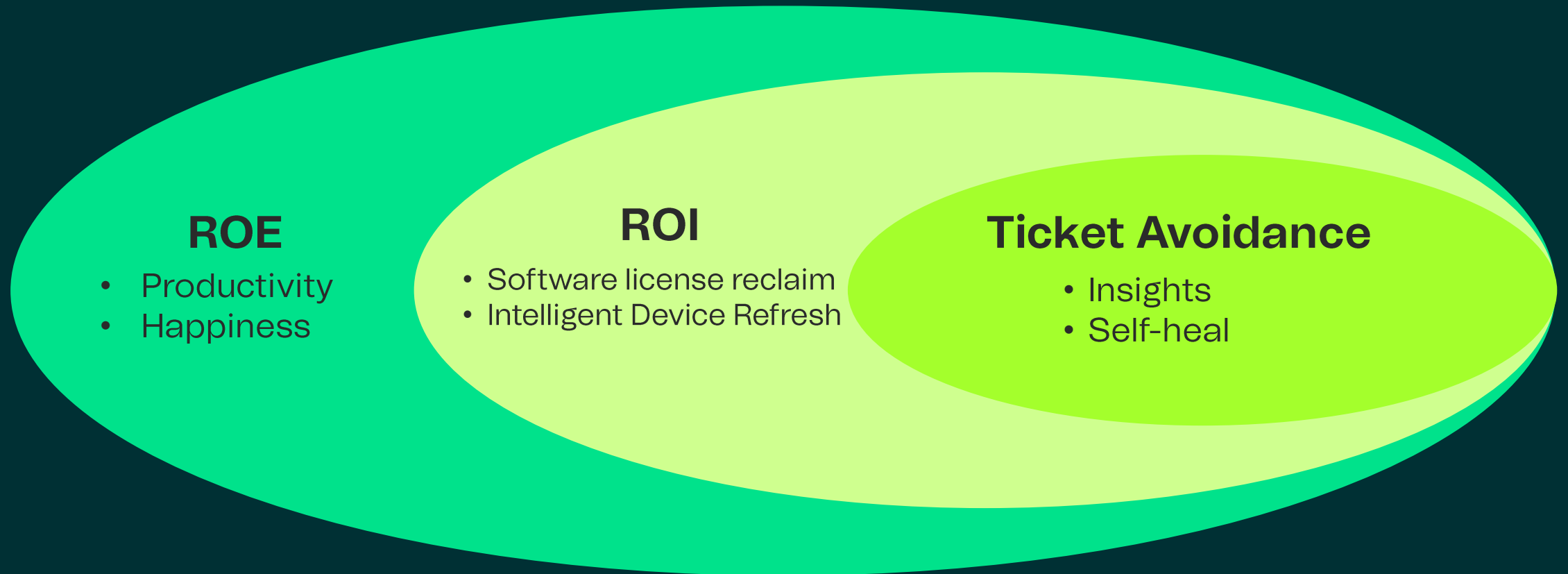
XLA
Institute
Founded

Through 2028, more than half of digital workplace leaders who do not focus on **DEX** and employee enablement will risk being **commoditized** or **replaced**.

Gartner



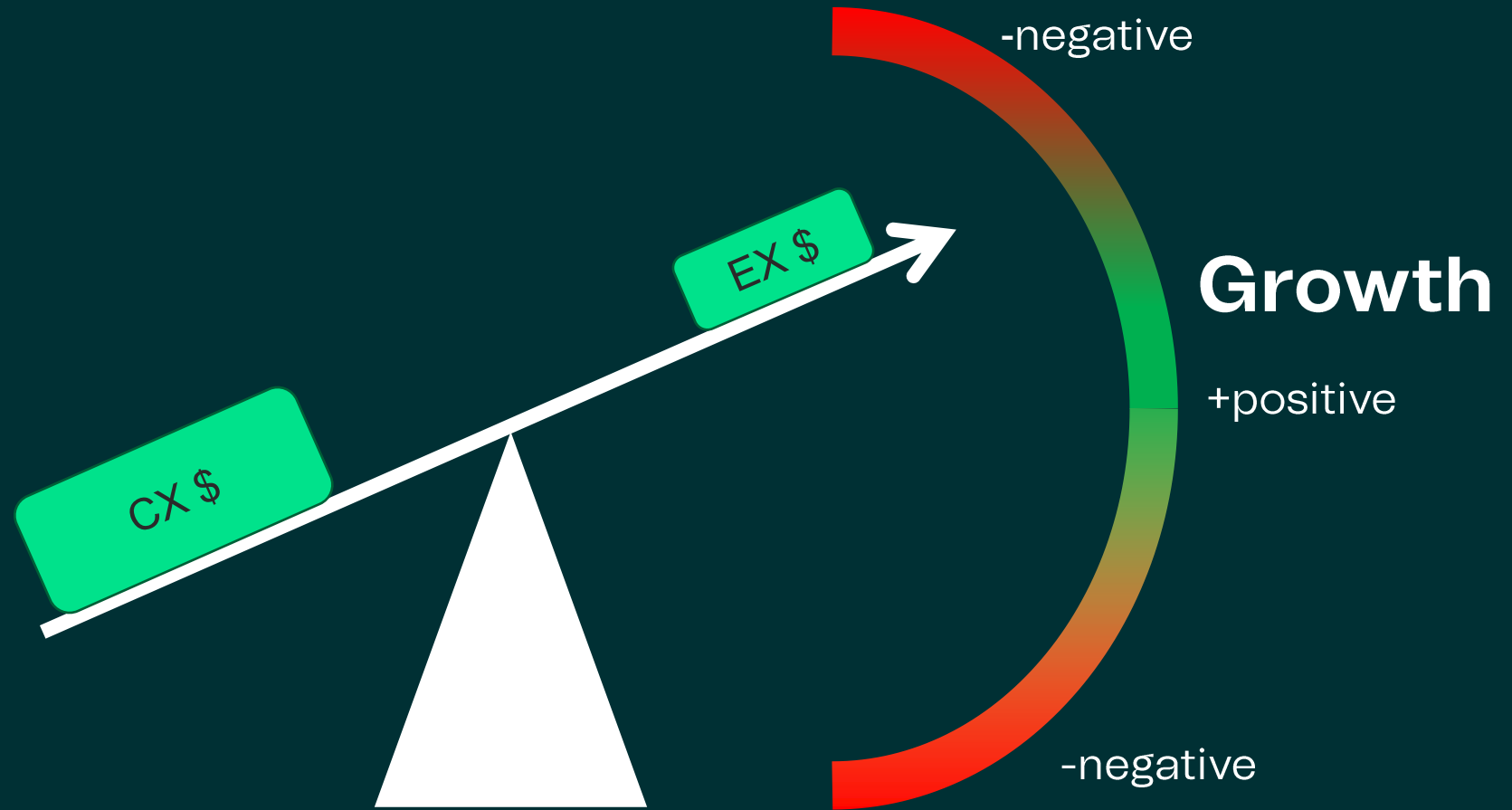
Employee Experience Value Generators



EX and CX must be balanced for Business Success

"A positive EX can significantly enhance CX and drive business growth".

*"...Companies excelling in both **EX** and **CX** achieve a **1.8x** growth rate"*



- The Experience Mindset, 2023, Tiffani Bova

A real-world, current example of the **pain** that comes from ignoring EX

When innovation idea goes wrong...

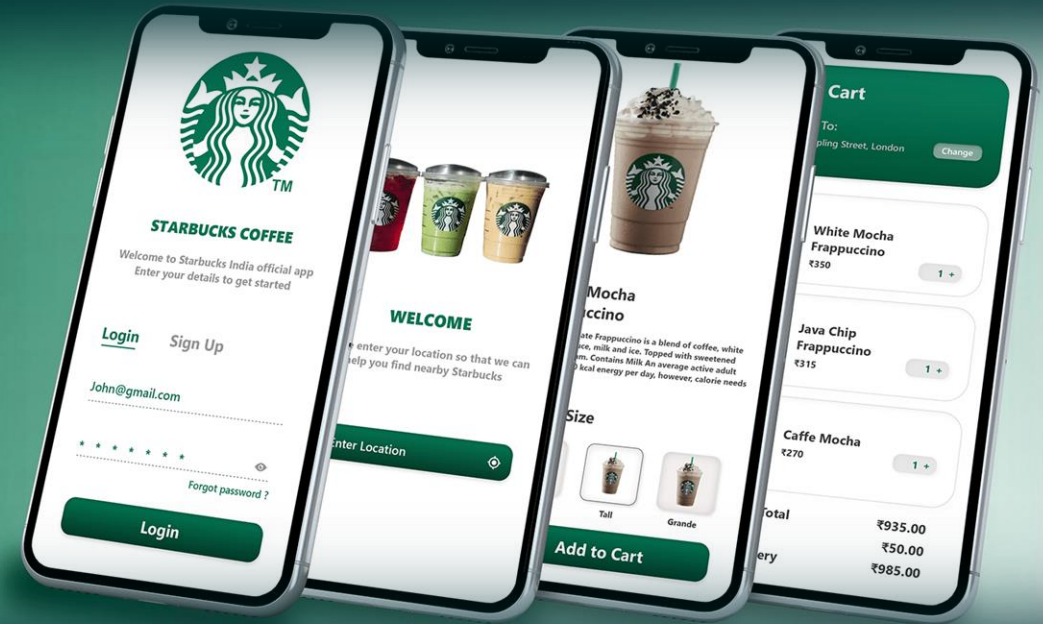
Project brief- Provide a mobile App where customers can infinitely customise their order and pay, seamlessly at our 40K stores...

CX Benefits

- Amazon experience for coffee
- Hyper-personalisation
- Queue only once to collect
- Reduced congestion and improved ambience in-store

Business Benefits

- Revenue per cup up 10%
- Reduced queue abandonment rates
- Less staff needed for taking orders / payment



So, what went wrong? ...they didn't consider is EX...

There's no need to
be a good "citizen"
in the app



The "TikTok"
coffee takes 20%
more time to make



Barista's will be
unable to meet
serving targets



Barista's impact on
bottom line
overlooked



Which might have avoided....

Customers
frustrated with
collection delay

1



Poor execution of
vision and strategy
lacking CX / EX
balance

2



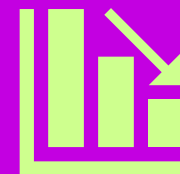
Not enough
Baristas to meet
demand

3



Revenue lower than
before the App

4



It even
made the
annual
report...

Starbucks Reports Q4 and Full Fiscal Year 2024 Results

10/30/2024

Results Reflect Challenged Customer Experience; Management is Developing a Plan to Get Back to Starbucks
Q4 Consolidated Net Revenues Down 3% to \$9.1 Billion; Frequency Declined Across Customer Segments

Q4 GAAP and Non-GAAP EPS of \$0.80; Traffic Focused Investments Further Pressured Results

Q4 Active U.S. Starbucks® Rewards Membership Totals 33.8 Million, Up 4% Over Prior Year

STRATEGY

Chipotle CEO Brian Niccol is betting that revamping the employee experience is the fast-casual chain's ticket to success

Shana Lebowitz Dec 28, 2022, 2:55 PM GMT

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Save



“My experience tells me that when we get back to our core identity and consistently deliver a great experience, our customers and employees are equally happy...and happy employees sell more. EX=CX=BX”

*Brian Niccol, Chairman and CEO
(Appointed August 2024)*

Employee eXperience Management

Embracing the 5P's of Proactive to transform Employee Experience



Proactive



Preventive



Protective



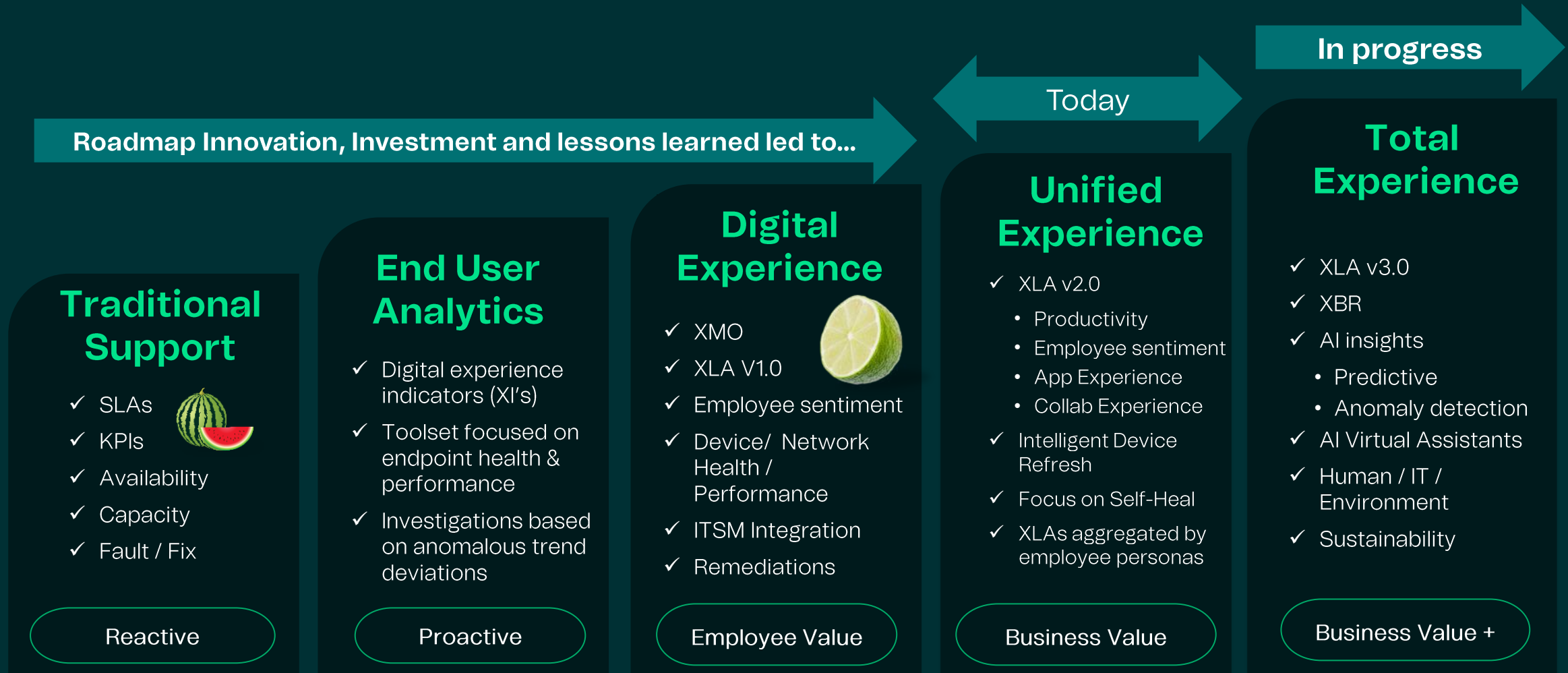
Predictive



Pre-emptive

OPTIMISED EMPLOYEE EXPERIENCE & PRODUCTIVITY AS MEASURED BY XLA's

How have we evolved as an organisation?



How do we do it? XMO as the enabler

Data sources used to measure experience



XMO produce actionable insights



Outcome = tangible business value

- 1. Employee experience
- 2. Customer experience
- 3. Improved productivity
- 4. Business growth



XLA 1.0	PC happiness People happiness
XLA 2.0	Collaboration Experience Persona Experience Application Experience
XLA 3.0	Total Experience Employee wellbeing



Best Customer Service built on Experience foundation



Engagement Campaign: Training Compliance

1 Intent:

- To complete training Compliance across [redacted] we partnered together to develop and release a Campaign to remind users when they have overdue trainings. This popup is sent based off a daily report each weekday to remind users they have an overdue training course and provides a direct link to that training.

2 Business Impact:

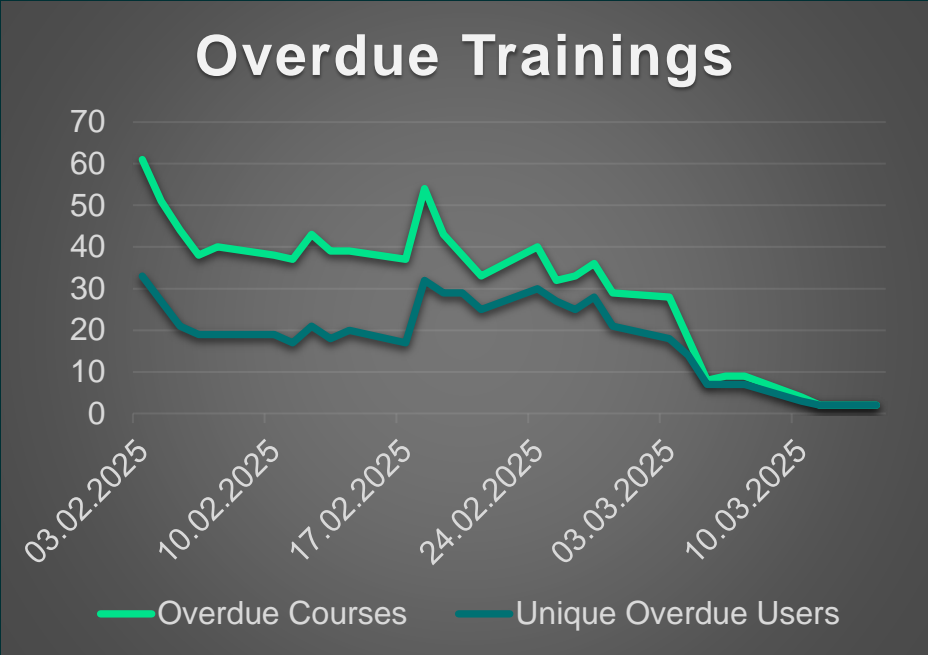
- This campaign is to increase training completion and compliance across [redacted]

3 Actions Performed:

- XMO team leveraged a campaign and reminds the end users that they have an overdue training course.

4 Outcome Achieved:

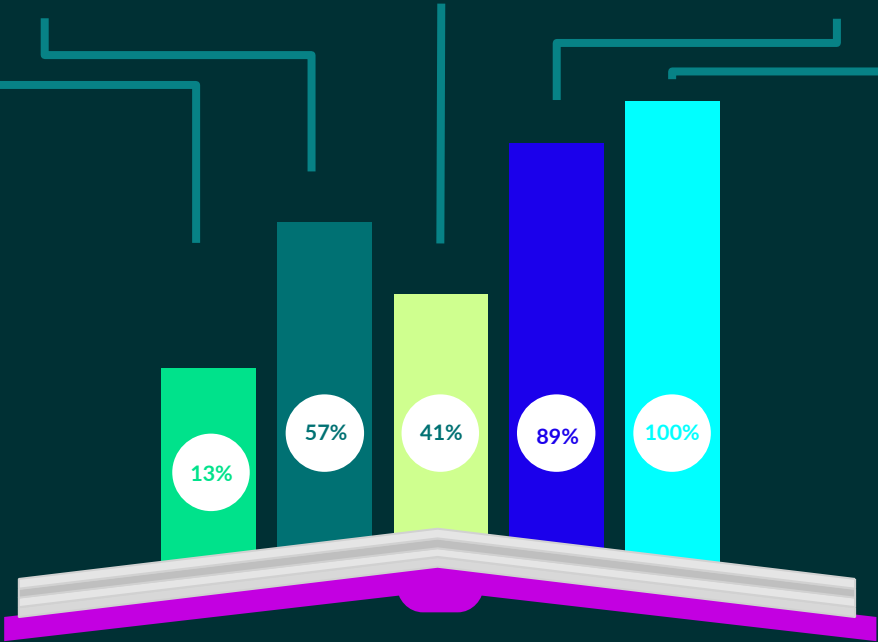
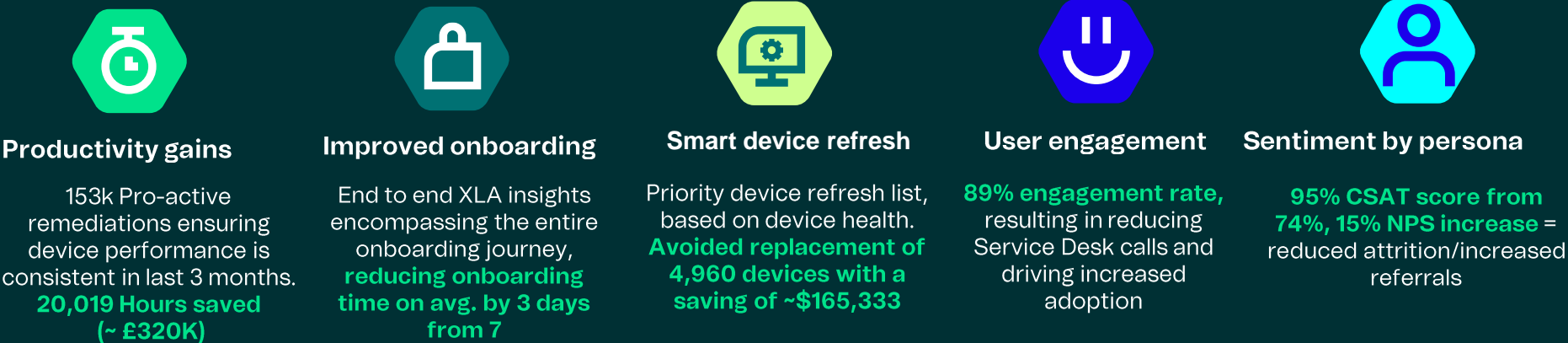
- ~93% users acknowledged to the campaign,



Information redacted

What happens when you get it right?

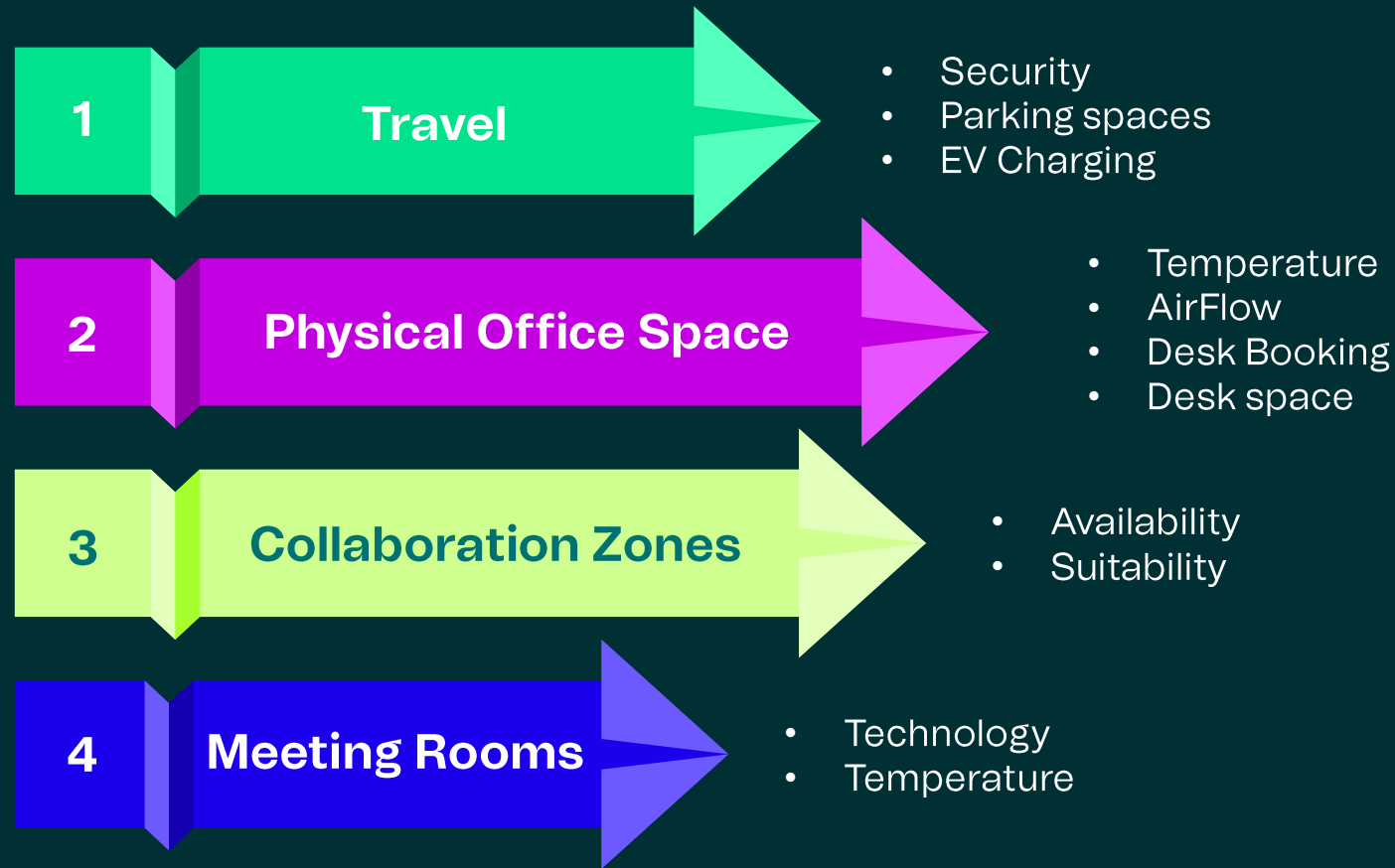
Tangible outcomes



XMO embedded holistically across all services driving tangible business benefits



Introducing XLA 3.0 – Workplace eXperience



As RTO continues to gain momentum, XLAs must pivot towards Total Experience

DEX-pansion: Future of eXperience

XMO will be a virtual team of HR, Facilities, IT, Finance, & Marketing experts



Innovation roadmap and trends

Intelligent Procurement

Leverage usage patterns to purchase the correct quantities of devices, apps, batteries, and network data plans

Autopilot mode for proactive remediations

Mix of fully automated remediation based on AI generated insights and supervised remediations for complex trends

DEX-pansion

Connecting DEX to the holistic (E2E) Consumer experience

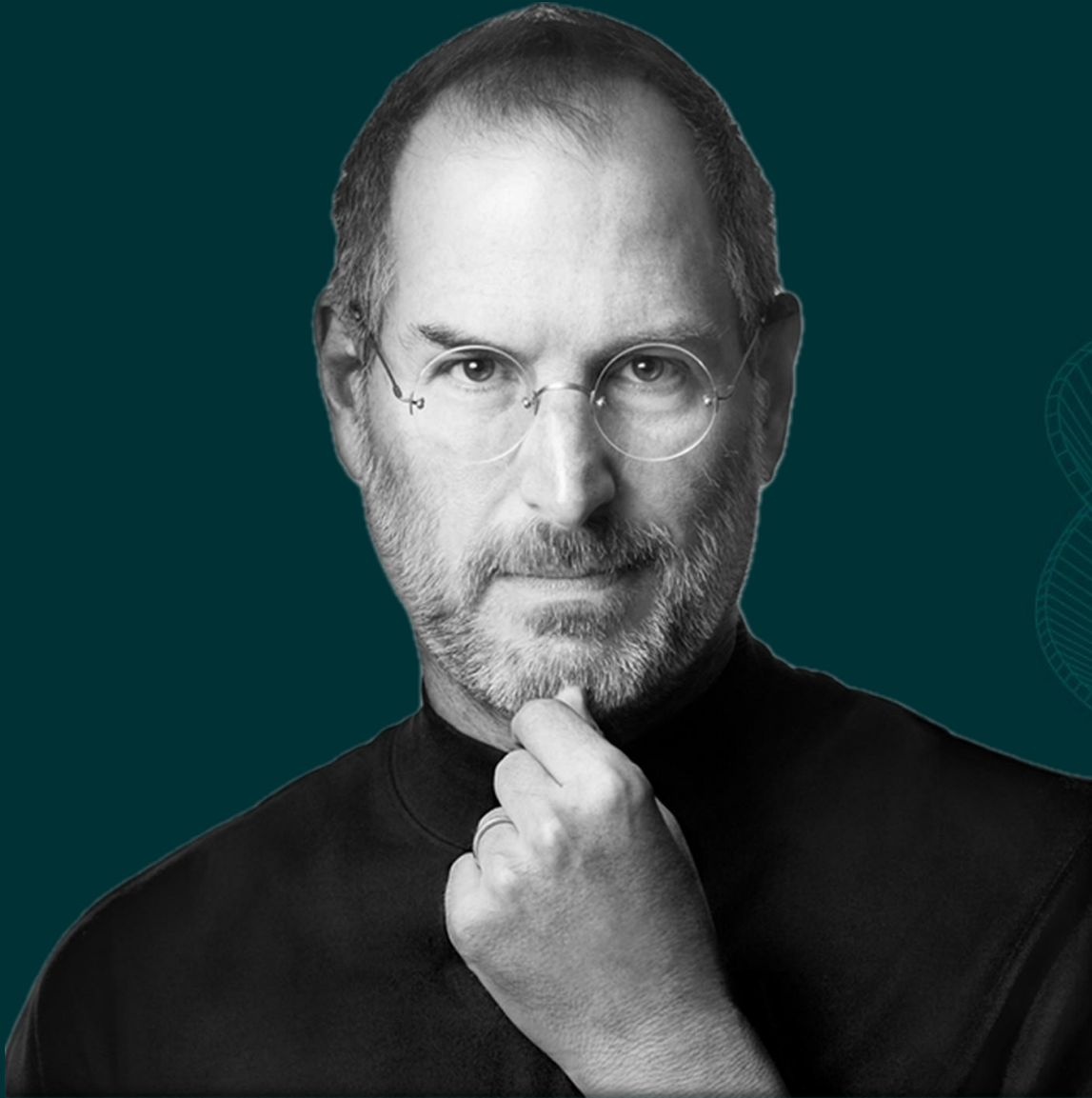


Leveraging IOT sensors

Adding further to workplace analytics e.g. use of RFID for device tracking and smart desks

Tool consolidation

Holistic DEX approach will grow and break organizational silos e.g. Security and HR/communication



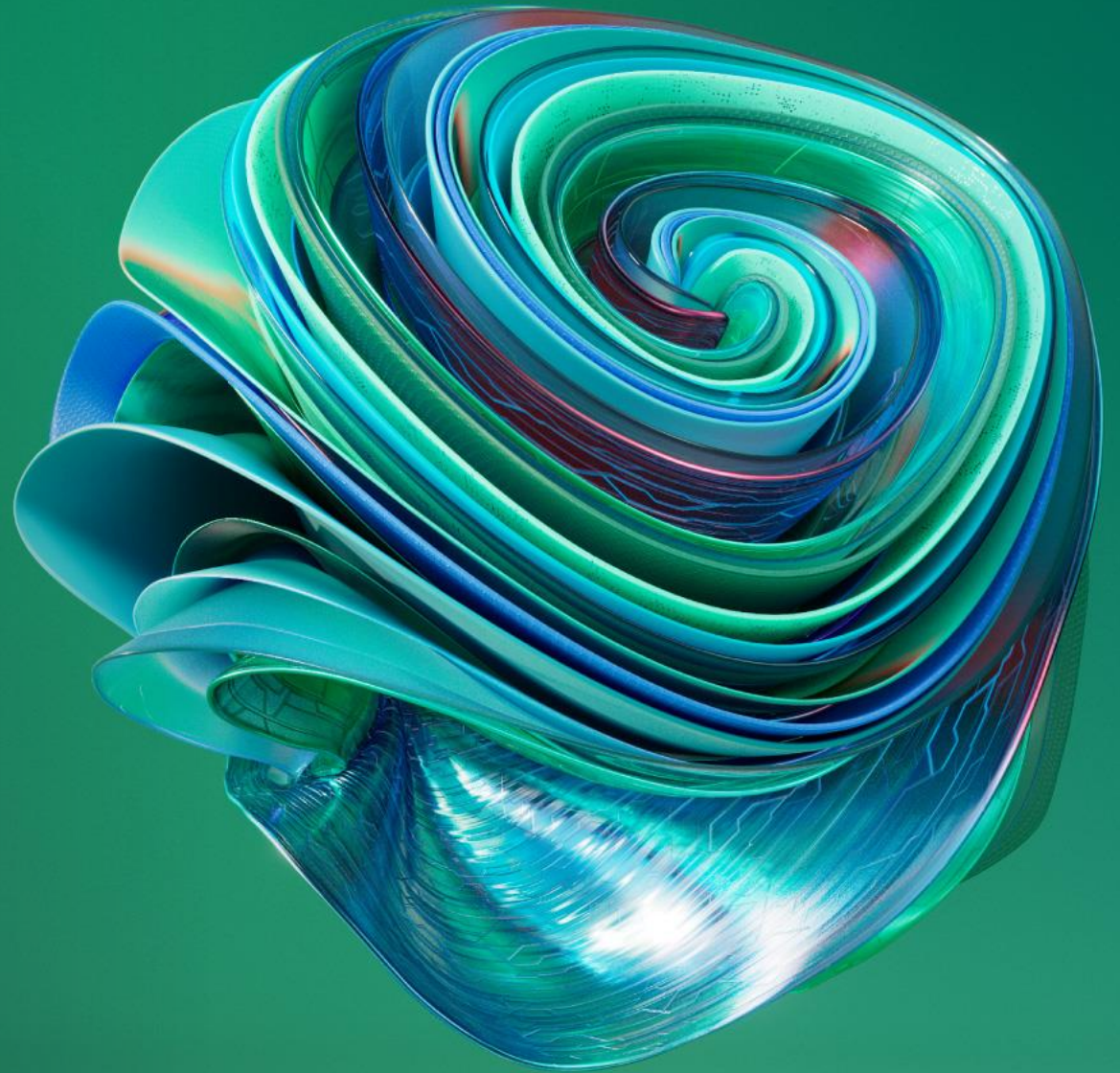
*You've got to start
with the
EXPERIENCE
and work back
toward the
technology*

- Steve Jobs

Thank you

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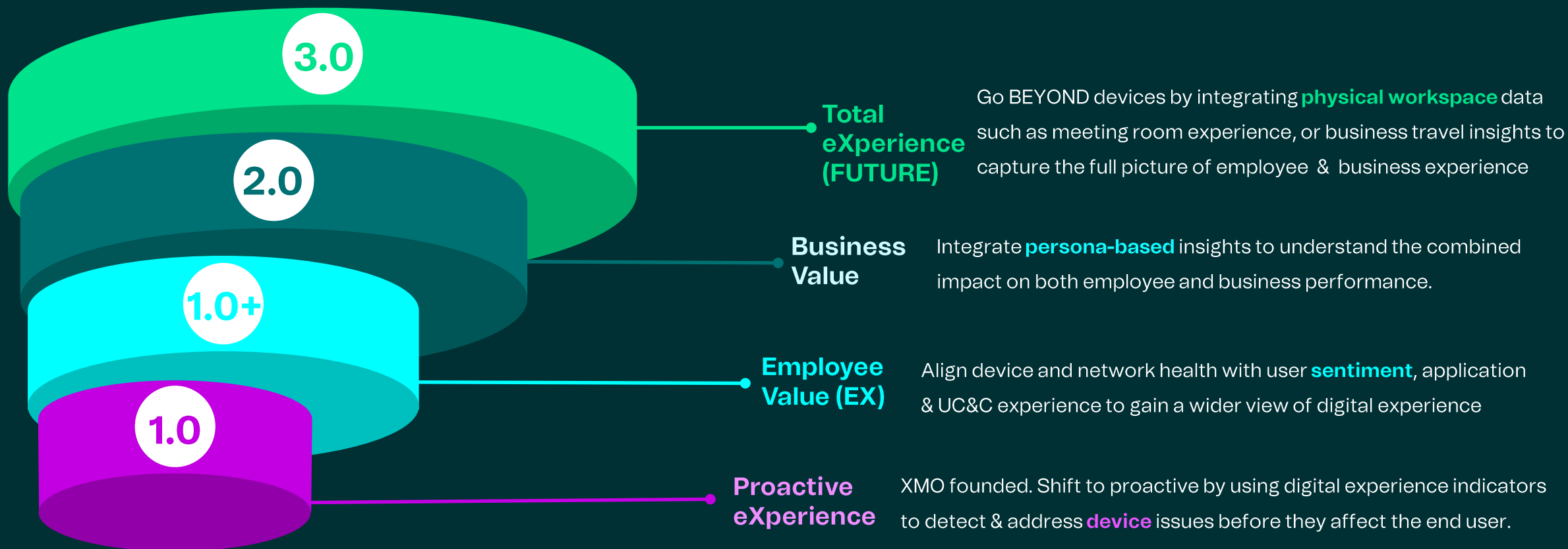
Success in Total Experience is a simple jigsaw: focus your **innovation** efforts on your **people** (EX).

Give them the right tools, support, workplace, and leadership (CXO) to build the sentiment and recognition that align customer and brand experiences (CX = BX).

It's all about fitting the right pieces of the puzzle together!

Unisys setting the industry standard

XLA Evolution



How do we do it? Unisys XMO as the enabler

