



ARVIND

Transitioning from Employee Engagement to Employee Experience

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Speaker profiles



Speaker

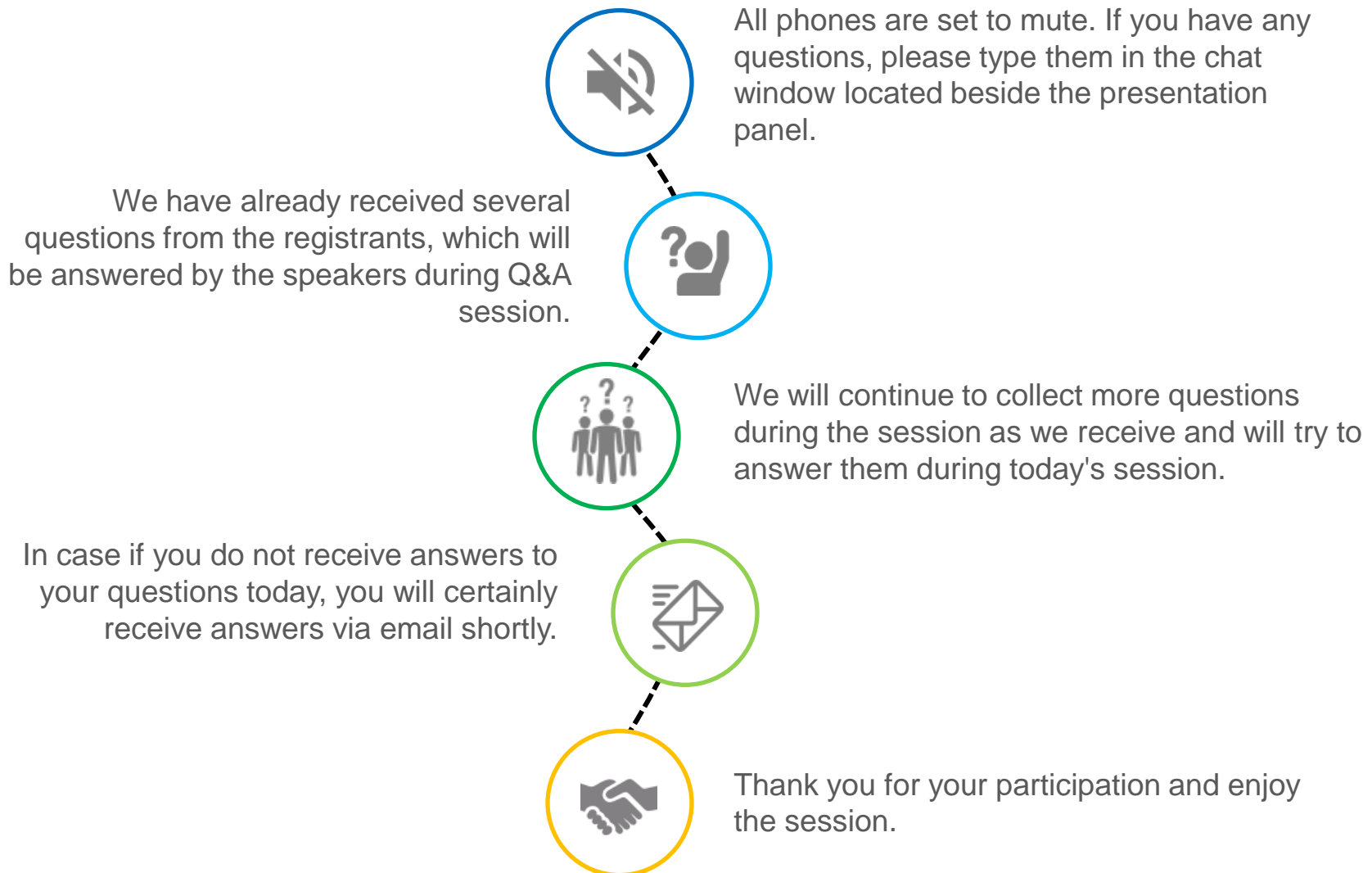
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House Keeping Instructions



What we will cover in this Webinar

- Difference between Employee Engagement & Employee Experience
- Why the shift to Employee Experience?
- Components of Employee Experience (EX)
- Creating a world-class employee experience
- Arvind Lifestyle Brands EX 2.0
- Trends of today

Difference between Employee Engagement & Employee Experience

A few decades ago, the idea of **Engagement** was born--a radically new concept where businesses started caring about and valuing employees as it helped improve performance and profitability.

....As we see it today, this still has little impact on how an organization performs since these are viewed more as cosmetic changes to improve how employees work.





Employee Experience is a more holistic model that brings together the workplace, HR and management practices that impact people in the job. It focuses on changing the core workplace practices of the organization. It is the intersection of employee expectations, needs, and wants and the organizational design of those expectations, needs, and wants.

Employee engagement is seen as the short-term adrenaline shot and Employee Experience is the long-term redesign of the organization!

Why the shift to Employee Experience?

Good News!

76.5% Employers work to create a
positive Employee Experience



The **Heart & Force** that
drives success of any
Business is its
People!

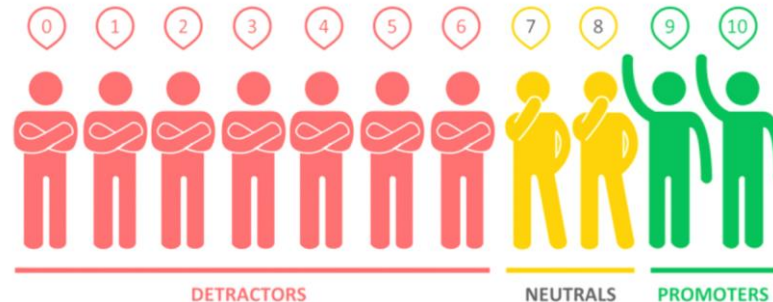
Why the shift to Employee Experience?

- ✓ Change in workforce demographics, creating new demands
- ✓ Skill shortage
- ✓ Multiple generation of workers...The millennial generation have different priorities
- ✓ The Generation Z's are now also entering the workforce with a new set of expectations....



Take the relative example...

Bain & Company had built a model around building customer loyalty & advocacy through their **Net Promoter System (NPS)**.



NPS = Employee Episodes = Loyalty & Advocacy.

Organizations need to start investing in crafting the right Employee Experience

What does EX Comprise of ?

Amalgamation
of 3 spheres



EX : Leadership & workplace practices are key drivers



BUSINESS IMPACT OF HIGHLY ENGAGED EMPLOYEES

**37% LESS
ABSENTEEISM***



**↑ 28% HIGHER
GROSS MARGINS**

**3.5X GREATER
EARNINGS
PER SHARE**



**19% INCREASE
IN OPERATING
INCOME OVER
PREVIOUS YEAR**



**18%
HIGHER
PRODUCTIVITY**



*Companies in top quartile performance
compared with those in bottom quartile.

Creating a World-class Employee Experience (EX)...

Organizations seeking to **enhance the EX** by creating a baseline of **consistent performance across the Employee Experience corridor by upgrading the 'episodes' where employees have had bad experiences or where a large number of employees have been impacted.**



Ultimate Purpose :

- ✓ Attract, retain and develop talent
- ✓ Create an engaging social and collaborative culture
- ✓ Connect the right people to get work done
- ✓ Simplify process & technology

Examples of companies who put employees first..

What companies are doing is **prioritising the** Employee Experience over and above everything else!



Tata group - Well known for its philanthropic values and its dedication to its employees. They want their employees to experience a ***wholly supportive environment***, one where they feel all aspects of their work and personal lives are supported. They place great emphasis on employee wellbeing and encourage people to bring their 'whole selves' to work



Walt Disney – Employees are known as '***cast members***'... it is about their shared mission (camaraderie) and a 'bigger picture' that they're all committed to. It is the power of the collective, the team and the experience of being part of something bigger



Virgin Group - Talks about the importance of providing 'purpose' to employees as a fundamental part of engaging them.

Distinctive Employee Experience @ Arvind through Moments of Truth...



Changing trends...

- Annual Employee surveys are out! What we need is continual tracking
- Track company's social media and see what employees are saying about us
- Use of Workplace @ Facebook to get ongoing feedback
- Tap into the employer brand
 - Understand what it promises to its employees
 - Have all departments involved – from business to functions
 - Measure effectiveness of any initiatives executed



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Thank You..