

# The Next Generation Employee Experience

*Delivering engaging employee multichannel online experiences:  
IBM Employee Experience Suite*



## Executive summary

Changing workforce demographics, coupled with the explosion of social and mobile technology, impose challenges that are driving organizations to rethink and refresh their intranet for continued—and preferably—increased business benefit. This “next-generation employee experience” draws its requirements from the same set of user expectations that have fueled the imperative for exceptional externally facing web experiences. The IBM Employee Experience Suite helps organizations by leveraging social software, rich content management, real-time collaboration and more to deliver a seamless, personalized and engaging employee web experience across mobile and other channels.

## Intranets remain key for better business results

**In•tra•net:** *An internal web application that presents the proper information, applications, services and tools that people need to do their jobs*

The term “intranet” has been in use since the mid-1990s and was coined at the time to describe an organization’s internal network. Leveraging the same technology protocols as the

Driver or benefit	Actions or examples
Improve productivity	<ul style="list-style-type: none"> <li>• <b>Speed time to access information</b> with document management, single sign-on and elimination of multiple user interfaces</li> <li>• <b>Reduce time to find information</b> with enterprise search</li> <li>• <b>Extend the workspace beyond the office</b> with remote access</li> <li>• <b>Provide the right information</b> at the right time, personalized and contextual</li> </ul>
Increase efficiency	<ul style="list-style-type: none"> <li>• <b>Reduce paper</b> with eForms</li> <li>• <b>Eliminate manual processes</b> with process automation</li> <li>• <b>Reduce IT support cycles</b> with IT self-service (troubleshooting knowledge base, online software downloads, updates, etc.)</li> </ul>
Drive incremental return on investment (ROI)	<ul style="list-style-type: none"> <li>• <b>Reuse existing enterprise—and other—applications</b> (enterprise resource planning, customer relationship management, etc.) in new ways for new users</li> <li>• <b>Eliminate need for disparate client applications</b> for users that need only specific application functions</li> <li>• <b>Make better business decisions</b> by providing tools to facilitate interactive, innovative, collaborative work environments across organizational teams</li> </ul>
Impact corporate culture	<ul style="list-style-type: none"> <li>• <b>Set vision</b> with consistent and personalized messages</li> <li>• <b>Engage people</b> with tools for communication up, down and across the organization</li> <li>• <b>Foster innovation</b> with avenues and opportunity for expression and participation</li> </ul>
Increase customer satisfaction	<ul style="list-style-type: none"> <li>• <b>Speed time to service customer inquiries</b> by finding information faster and executing processes more quickly</li> <li>• <b>Untether workers with mobile access</b> to internal processes while with customers</li> <li>• <b>Empower better customer self-service</b> by allowing access or unlocking internal expertise valuable for external use (blending intranet and internet uses)</li> </ul>
Better knowledge management	<ul style="list-style-type: none"> <li>• <b>Develop communities and experts</b> through easily accessible, identifiable knowledge stores (discussions, forums, files, etc.)</li> <li>• <b>Retain knowledge</b> in the event of employee attrition</li> </ul>

“internet,” it fueled the ability to deliver information and applications to people via a web browser—offering the potential for an array of possibilities to better empower the employee and improve processes. Evolving over time, typically by drafting off of Internet advancements and innovations, practically every enterprise, higher education institution, government and health-care entity, among others, now has an intranet (and in some case, *multiple* intranets).

Over that time, the primary and identifiable core drivers and benefits of the intranet remain paramount: *increase employee efficiency and improve operational productivity*. However, other benefits can also be realized, so today a properly implemented intranet, or what we are now referring to as an employee web experience, typically delivers several, if not all, of these benefits:

### New influencers drive intranet refresh

As stated previously, a properly implemented intranet can yield many benefits, both qualitative and quantitative. Any combination of these benefits can typically provide the justification for an engaging employee/intranet experience. However, new influencers are, in many cases, accelerating the need for an organization to improve or “refresh” their intranet to remain competitive and deliver further value to the organization, including:

- **Changing workforce demographics**—Younger, more “social and web-savvy” workers
- **Digital workplace widening**—Explosion of mobile devices and remote connectivity
- **Workforce management diversification**—Blurring work–life lines

### Changing workforce demographics

Organizations are confronted by the reality that increasingly, the overall population of workers is more and more web savvy (after all, employees are consumers, and therefore are biased by consumer/Internet-use web experiences); however, as much, if not more of a driver, is the large infusion of younger “Gen Y” or

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*New sought-after hires will reach snap judgments about employers by looking at the intranet—and will leave based on what they find.<sup>2</sup>*

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“millennial” workers happening now. Some estimates claim that by 2014, nearly 50 percent of the worldwide workforce will be those considered “millennials.”<sup>1</sup> While the workforce is always getting younger, this infusion of millennials is the *first generation to enter the workforce having effectively grown up with access to the Internet, social tools and mobile devices*. They can aptly be called “digital natives”: they expect to have a similar experience, tools and capabilities where they work—and *may even select employment based on that expectation*.

### Digital workplace widening

It is estimated that 59 percent of employees in the United States access their corporate intranet at least once a day.<sup>3</sup> At the same time, the explosion of mobile devices and proliferation of online access are reshaping the concept of the workplace from one that is fixed location to one that can be anywhere. As a result, an intranet designed from scratch today would be built to support multichannel capabilities, including tablets and mobile devices, in addition to desktop computers. Nearly every white collar worker has at least one wireless or mobile-enabled device, and, increasingly, so do other workers, whether for personal or work use. For the “digital natives,” multiple wireless and mobile devices (for example, mobile phones, tablets, laptops and MP3 players) are the norm and not the exception. Companies must grapple with the decision of when to enable the mobile employee experience, what applications they should make available via these devices, and if they will allow a bring-your-own-device (BYOD) approach, a corporate-supplied device or a blended approach.

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*The global mobile worker population increased to more than 1.19 billion in 2013, representing nearly 35 percent of the worldwide workforce.<sup>4</sup>*

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#### **Workforce management diversification**

The emerging younger, mobile-enabled workforce, coupled with the overall growth of web-savvy workforce, means the opportunity—and, for many workers, the desire—to work when and where they want. This presents management challenges. As more and more employees can connect from remote locations across any device, organizations can expect productivity beyond the typical office walls; this may be offset by those same workers performing personal online tasks and activities while working. This blurring of work and life is a new dynamic management must recognize—and seek solutions to appropriately leverage and manage. Analytics tools therefore become an important part of measuring and gaining insight into not only external web experience, but also the employee experiences.

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*Today's employees live online, using the Internet to manage their personal lives while at the office. However, the majority of employees give that time back by using mobile devices and collaboration tools to remain productive at any time.<sup>5</sup>*

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#### **The next-generation intranet: serving C-level objectives**

IBM continues to engage in a series of C-Level studies—including CEOs, CIOs and CMOs—and publishes the results of these studies in periodic, freely available, reports. The most recent reports of CEOs and CIOs yield some valuable insight into common concerns, objectives and realities from CEOs and CIOs across different industries and geographies—many of which are related to the intranet and the new influencers cited above.

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*“Internal collaboration is a must, cultural issues have to be addressed, and knowledge has to be shared and used.”*

—Banking CIO in India<sup>6</sup>

*“We have to enhance the horizontal communication and integrate data to remove the barriers across silos in my company.”*

—Masahiko Kon, director, Finance/IT/GA, Sumitomo 3M Limited<sup>7</sup>

*“With our younger workforce, there is a complete delta in how they expect to communicate. We need to build a multigenerational communication strategy to weave our diverse workforce together”*

—David Cush, president and CEO, Virgin America<sup>8</sup>

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Specifically, both CEOs and CIOs recognize the importance, value and imperative to keep improving communication—in all directions. They recognize that they need to increase collaboration across the enterprise, as well as harness the knowledge and better integrate people, information and processes, all in an engaging experience to attract, engage, empower and retain workers.

Synthesizing these concerns and objectives, as well as coupling them with the broader organizational objectives and new influencers (outlined in the previous sections), companies are now turning to the intranet as the agent to address the opportunity now. Very similar to the focus organizations have on customer and consumer-facing web experiences, the same goals now apply more than ever to the employee-facing web experiences. So the need for a platform to support an *exceptional web experience*—regardless if it is for an external or internal audience—is increasingly driven by the same objectives. Specifically where the internally-facing web experiences are concerned, the next-generation employee experience ideally supports and delivers these characteristics:

- Personalized and dynamic
- Strong internal branding
- Content rich
- Social and conversational
- Process driven
- Human resources and human capital management self-service
- Mobile ready and enabled

## IBM Employee Experience Suite

IBM Employee Experience Suite is a comprehensive set of exceptional web experience capabilities that helps organizations deliver engaging, socially infused, collaborative online experiences, in context with the roles, preferences and applications each employee requires to work more effectively. Combining valuable social services, rich web content management and real-time collaboration within a seamless employee web experience across mobile and other channels, the IBM Employee Experience Suite helps to deliver the next-generation employee experiences ... now.

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**Create engaging employee experiences**—Applications, content and key social services combined contextually for each employee across any channel.

**Improve efficiency**—Speed access to the right information and applications securely, in the office or remotely via mobile devices.

**Foster innovation**—Exchange ideas with, and benefit from, subject matter experts with Profiles and with collaborative tools such as blogs and wikis.

**Empower employees**—Enable business users to create and manage intranet web content.

**Discover incremental ROI**—Reuse existing IT investments, such as legacy enterprise applications, by extending functions to more users.

**Decrease costs**—Automate paper-based processes, leverage content from within the organization, and help employees do their jobs more quickly.

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## IBM Employee Experience Suite: Key Capabilities

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### Personalization

Improve online experiences by delivering highly targeted and dynamic content to individual employees



### Profiles

Find the people you need by searching across your organization using tags to identify expertise, current projects and responsibilities



### Integration

Leverage existing investment in components and applications developed using a range of supported tools and frameworks



### Branding

Create and deploy custom-branded, intranet environments



### Analytics

Instrumented for integration directly with analytic solutions to gain insight into social trends, user activities, and content



### Collaboration

Easily work with others instantly, find experts when you need them, and share ideas and content



### eForms

Automate forms-based processes to improve efficiency and become more responsive to customer and market needs



### Files and content libraries

Post, share, and discover documents, presentations, images, and organize and share more quickly



### Mobile

Security features and optimized access to corporate assets and information, and collaborate on the go



### Content management

Empower content owners to quickly create and manage rich web content without IT involvement



### Blogs and wikis

Prebuilt templates make it easy to gather, present and prioritize ideas; learn from others; and create, edit and publish information together



### Templates

Speed intranet deployment and get started fast with sample template



### Tags and ratings

Easily organize and evaluate content without leaving the current page



### Security

Authentication, authorization, single sign-on—choose the combination that best suits your security needs

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## IBM Employee Experience Suite—key capabilities

IBM Employee Experience Suite provides a robust, scalable user experience platform that combines best-of-breed technologies to deliver the broad set of capabilities summarized above. The following table highlights the key components.

<b>IBM Employee Experience Suite—key components</b>	
<b>Integrated web delivery platform</b>	Web portal software with core portal services that aggregate applications and content as role-based applications
<b>Social services</b>	Social capabilities for a company directory, user profiles (and their expertise) and social file sharing
<b>Mobile or multichannel web application delivery</b>	Multichannel delivery environment to support hybrid and native applications - build once, deploy anywhere (for example, desktop, smartphone, tablet and kiosk)
<b>Content management</b>	Allow business users to easily create and publish dynamic, personalized intranet content without IT involvement
<b>Real-time collaboration</b>	Software that provides presence awareness (who is online?) and integrated chat
<b>Web analytics integration</b>	Improve the online experience by analyzing employee's interactions and activities via integration with supported analytics solutions
<b>Electronic forms</b>	Automates forms-based business processes to help improve efficiency, reduce costs (for example, eliminate paper, reduce processing time) and increase customer service by being more responsive to customer needs
<b>Web experience development</b>	Integrated tooling supercharges the delivery of enterprise-ready, standards-based, Web 2.0 applications with rich, interactive interfaces that deliver exceptional web experiences

## Conclusion

The explosion of mobile, influx of younger workers and rapidly evolving expectations of the overall workforce for web experiences has organizations and companies rethinking—and, in many cases, *refreshing*—their employee experience. For over a decade, IBM has been working with organizations worldwide, across all industries, to help each better optimize and further engage the workforce through employee and customer-facing web experiences for better business results. The IBM Employee Experience Suite is the product of those many intranet deployment experiences. It is IBM's solution to helping companies to continue their progression on a path for achieving greater business productivity, through better workforce effectiveness.

## For more information

Learn more about how the IBM Employee Experience Suite helps simplify employee web experiences by delivering engaging, socially infused solutions to enable effective collaboration and optimize workforce productivity: [ibm.com/software/collaboration/products/employeeexperience](http://ibm.com/software/collaboration/products/employeeexperience)

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- <sup>1</sup> “What Millennials Want,” Steve Arneson, Examiner.com, June 2012.
- <sup>2</sup> “What's in Store for the World of Intranets in 2012?” Paul Miller, Intranet Benchmarking Forum, December 2011.
- <sup>3</sup> Forrester, “Intranet Portals: Workforce Technology Adoption 2011,” Tim Walters, Ph.D., November 2011.
- <sup>4</sup> “Worldwide Mobile Worker Population 2009–2012 Forecast,” Stephen D. Drake *et al.*, IDC, June 2010.
- <sup>5</sup> “Why the Blurry Work–Life Boundary Is Not a Bad Thing,” Ted Schadler, *Federal Computer Week*, May 2011.
- <sup>6</sup> “The Essential CIO: Insights from the Global Chief Information Officer Study,” IBM, May 2011.
- <sup>7</sup> “The Essential CIO: Insights from the Global Chief Information Officer Study,” IBM, May 2011.
- <sup>8</sup> “Capitalizing on Complexity: Insights from the Global Chief Executive Officer Study,” IBM, June 2010.



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