

The Hybrid Work Playbook

Your guide to strategies that drive employee experience
and maximize performance



As we continue to navigate the evolving blend of remote and in-office environments, we are presented with unprecedented opportunities for flexibility and agility. Yet this new reality presents unique challenges that require innovative solutions backed by data.

That's where this guide will help. In it, you'll find strategies to help you optimize your hybrid workplace and elevate the employee experience using digital workplace data. By measuring key aspects of your workplace, you'll gain valuable insights to help you make informed decisions and build a flourishing hybrid work environment. From productivity and engagement to company culture and employee retention, you can explore the critical areas where digital workplace data can help you measure and improve. Let's dive in.

Chapter

01

Applying data to optimize your hybrid workplace

As businesses face a challenging economic landscape, they are increasingly turning to employee data to improve productivity. According to a study by Unisys and HFS Research, 59% of employers plan to or are likely to collect and analyze more employee data to improve productivity. However, with 50% also planning to reduce spending on employee-related technology, it's clear that cost-saving measures are also top of mind. Despite having the necessary data to optimize employee experiences, what's missing is a framework and tools to translate this information into actionable insights. Here's how to bridge the gap.



Enhancing business outcomes through experience-level agreements

Connecting actions to business goals is essential for organizations to succeed in optimizing the employee experience amidst a competitive landscape. Employing experience-level agreements (XLAs) can help get you there.

XLAs are based on a set of measurable outcomes centered around the needs and expectations of specific personas or tailored business objectives. These outcomes — often referred to as experience indicators — are typically gauged through qualitative surveys and quantitative feedback mechanisms to calculate a score reflecting the overall quality of the employee experience. Experience indicators aim to ensure that technology services meet or exceed employees' expectations in terms of performance, reliability and usability.





With XLAs, organizations can focus on measuring the quality of the employee experience rather than just monitoring technical metrics, like network uptime or server response time. This holistic approach allows organizations to identify what works and what doesn't for different persona groups across various environments for continuous improvement. XLAs not only ensure that the targeted experience indicators are met, but also that they align with the organization's overall mission, priorities and key performance indicators (KPIs).

By adopting XLAs, organizations can gain a deeper understanding of their employees' workplace experiences, ultimately leading to more informed decision-making regarding hybrid work policies, resource allocation and process improvements. This experience-centric methodology empowers organizations to identify areas where hybrid work is successful, as well as areas that may require adjustments or additional consideration.

XLAs can also help organizations monitor the progress of various departments and teams, enabling them to make necessary changes to enhance collaboration, communication and overall employee satisfaction. By placing experience at the center of their business KPIs, organizations can foster a more positive work environment that supports employee engagement, productivity and retention.



Aligning every action with business goals is crucial. XLAs, customized to personas or objectives, enable this connection. By measuring employee experience, organizations can identify the effectiveness of hybrid work and address areas for improvement, focusing on overall productivity and experience rather than just the hybrid aspect of the environment.

Weston Morris

Senior Director of Global Strategy
Digital Workplace Solutions, Unisys



See it in action

Applying data insights to inform digital workplace strategies

Explore several use cases that use XLAs as a framework and demonstrate the value of applying data insights to shape digital workplace strategies:

01 Workforce productivity and engagement analysis

Analyze data to compare how the employee experiences of different persona groups impact productivity levels. For example, evaluating the experiences of in-office versus remote workers, frontline workers versus knowledge workers, or new hires versus tenured employees can provide valuable insights to inform workforce recruitment and retention strategies.

"To optimize employee performance, we must shift our focus from monitoring employees to empowering them. Analyzing qualitative and quantitative data across workforce persona groups helps employers better understand workplace dynamics and identify what fosters productivity and engagement. Conducting regular data-driven reviews creates a supportive work environment that empowers employees to flourish, driving growth."

Joel Raper

Senior Vice President and General Manager
Digital Workplace Solutions, Unisys

02 Experience parity

Deliver equitable employee experiences among a dispersed workforce by analyzing endpoint telemetry data. Device and technology performance data can be used to proactively monitor and resolve common technology failures, such as app and OS crashes or poor audio quality, before they affect the employee.

"Successful companies embracing hybrid work optimize their unified communications and collaboration technology by using monitoring tools to ensure a consistent end-user experience. Correlating endpoint telemetry data to proactively resolve tech issues empowers workers beyond technology and can even support talent recruitment and retention initiatives."

Alan Shen

Vice President
Solution Portfolio and Development
Digital Workplace Solutions, Unisys



03 Regional variations

Consider regional variations, such as geographic differences in technology access or cultural norms, when implementing digital workplace strategies to ensure their effectiveness.

"Global digital workplace strategies require careful consideration of local labor laws, regulations and cultural contexts that may influence individual work styles. Reimbursement models, productivity measurement and career progression must also be factored in. Remote work might not be suitable for every role or geography. Having the right knowledge, methodologies and tools is a must for navigating these complexities and tailoring strategies to employees' unique needs."

Stephen Tong

Head of Product, PowerSuite
Digital Workplace Solutions, Unisys

04 IT and overhead cost optimization

Review app license utilization and real estate investment profiles to determine how effectively office space and existing IT resources are being used. Data can validate and inform where there may be opportunities to cut costs while also improving the end-user experience.

"As IT departments prioritize costs, monitoring meeting room and license utilization for applications like Microsoft 365 uncovers opportunities for optimization and cost efficiency. This approach streamlines operations and supports the success of hybrid work models and modern organizational needs. The same resource optimization strategy applies to other expenses, like real estate investments; understanding the balance between in-office and remote work can help enterprises ensure an optimal investment profile across regions."

Alan Shen

Vice President
Solution Portfolio and Development
Digital Workplace Solutions, Unisys

Implementing data-driven strategies to prioritize experience helps organizations understand employee needs and identify areas for improvement — such as workforce productivity, engagement, onboarding processes and other company-specific goals and initiatives — to achieve better business outcomes.



Chapter

02

Aligning your approach to enterprise technology with employee experience

Effective technology is essential for a productive hybrid office. Ensuring employees have access to the tools they need to do their jobs effectively, as well as appropriate training and timely IT support, can positively impact performance and retention. Striking a balance between employee experience and data security is also crucial.

The Unisys and HFS Research survey referenced earlier found that employees selected “the provision of technology tools and support to help me do my job effectively” as the second-most motivating factor after salary. In addition, they identified better training and consistent technology quality, regardless of location, as the top two elements of an effective hybrid office.



Meet the tools, tech and training needs of various personas

Providing the right tools, training and consistent quality of technology is critical for an effective hybrid office. Identifying persona groups and monitoring their experiences helps in providing appropriate tools for the job. When it comes to workplace technology needs, employees in different roles require different equipment. Information workers, such as those in marketing, human resources or other historically office-based functions, may only need a laptop, docking station and secondary monitor to be productive. However, flight crews and maintenance technicians need more specialized equipment, such as tablets, smartwatches or other IOT equipment, to perform their duties from anywhere.

“When you’re in a remote work scenario, you can quickly do simple tasks on your own, but complex problem-solving might require engaging with others. Identifying persona groups and monitoring their experiences helps provide appropriate tools for the job. This is especially important for multinational companies when handling geographic differences.”

Stephen Tong
Head of Product, PowerSuite
Digital Workplace Solutions, Unisys

To fully maximize the value derived from tech tools, organizations must invest in ongoing employee training. Understanding and addressing the equipment and training needs of various persona groups — whether broken out by geography, seniority, department or role — is crucial to achieving long-term employee satisfaction and productivity.

Delivering a seamless employee experience also requires enterprises to continue monitoring their workers’ interactions with technology and identify any gaps or issues that arise. Analyzing the root cause of employee dissatisfaction, whether due to the tools themselves or a lack of training and support, can help organizations identify opportunities to optimize the employee experience.



Prioritize organizational change management

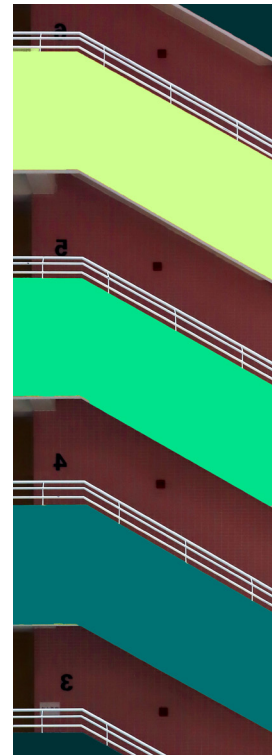
Embracing new technologies can be a game-changer. However, successful implementation requires effective communication and continuous support for employees beyond the initial deployment. By providing ongoing support and training, and identifying and addressing pain points across persona groups and working environments, organizations can confidently adopt new tools and workflows, unlocking new opportunities for growth and innovation.



Before blaming technology for an issue the end user is experiencing, consider if it's due to its delivery. Are your tools optimized for remote or hybrid work, or are they being deployed using pre-pandemic methods? Companies often implement the same tools for both on-site and remote employees using one deployment strategy — but that doesn't always result in equitable experiences. We need to question whether these tools are being optimized for a remote or hybrid workforce.

Stephen Tong

Head of Product, PowerSuite
Digital Workplace Solutions, Unisys



"As our clients progress through a transition in technology, we identify any pain points that emerge. If one is detected, we'll pause and work together to understand what the data behind the issue is telling us and how it relates to both the technology and people involved."

Bobby Arbuthnot

Director of Solution Management
Employee Experience
Digital Workplace Solutions, Unisys

"The close collaboration with our clients helps provide insights that inform our strategy to redesign or present technology to aid adoption. Oftentimes, adjusting our approach to organizational change management or providing education and training improves the overall employee experience."

Stacy Harder

Solution Manager
Seamless Collaboration
Digital Workplace Solutions, Unisys

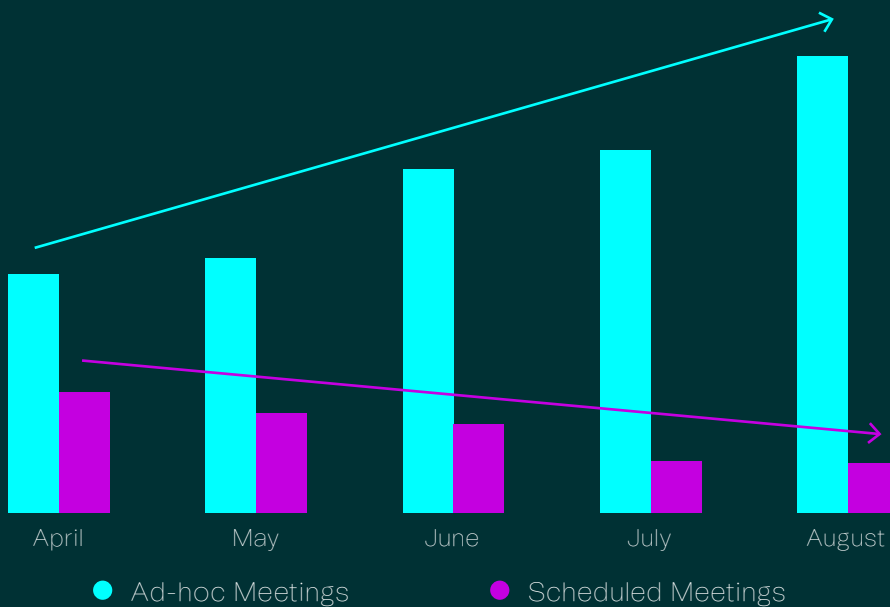
See it in action

Organizational change management for technology adoption

To evaluate the effectiveness of its hybrid work environment across regions, one organization gathered unified communication and collaboration platform data to analyze patterns in employee meeting behavior as part of its change management strategy. The data revealed valuable insights into workforce communication and collaboration preferences by comparing the ratio of booked meetings to ad-hoc meetings, enabling IT to optimize the available communication methods and improve productivity. Team leaders also applied this insight to shift their approach to scheduling meetings, giving colleagues more autonomy to connect as needed, which the data confirmed as their preference.

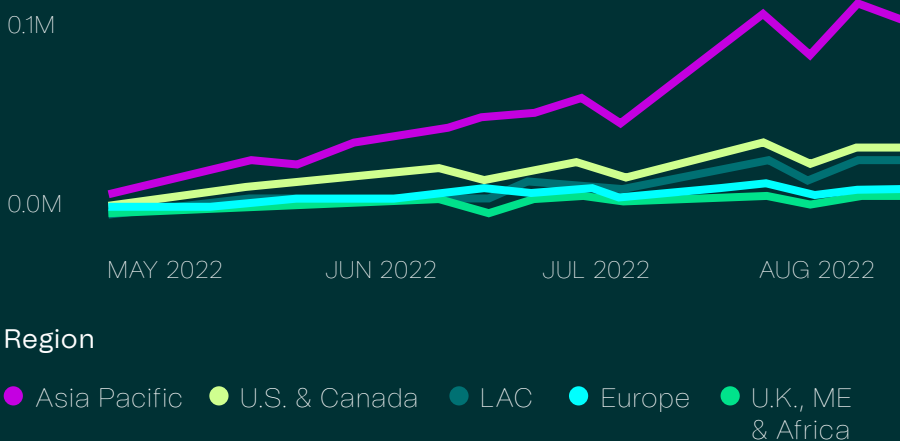
Change in Collaboration Behavior

Meetings (x100k)



Over time, the organization's workforce scheduled meetings less frequently, instead opting to meet on an ad-hoc, as-needed basis.

Ad-hoc Meetings



Asia-Pacific regional employees demonstrated the strongest cultural change in making use of ad-hoc communication and collaboration compared to employees across Europe, the U.S., Canada, Latin America and the Caribbean, the U.K., the Middle East and Africa.

Modernize your security policies to meet the requirements of a hybrid workplace

Another key component of employee experience in the digital workplace is IT security. According to the [research](#), 33% of employees say that data security restrictions have a high to very high impact on their day-to-day productivity. However, nearly half of organizations that have mandated an in-office model claim higher cybersecurity risks, with remote workers as their biggest challenge (48%).

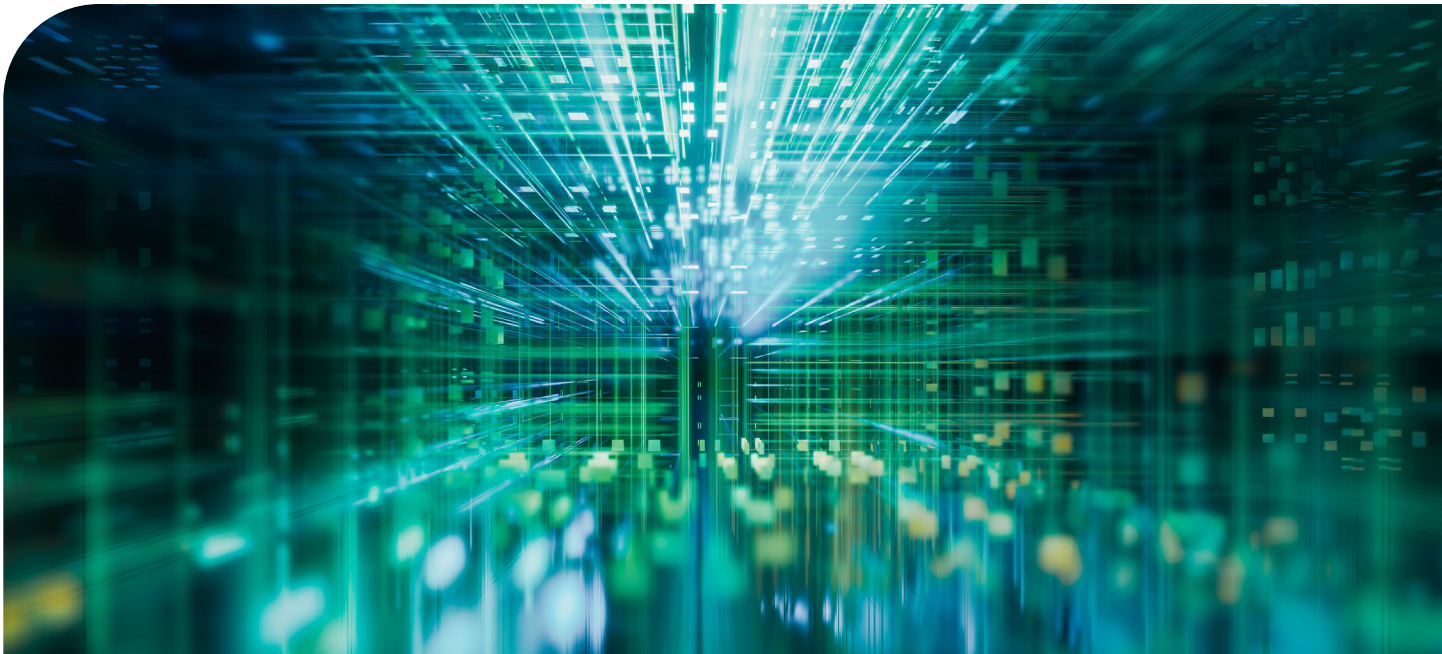
The struggle for many organizations is upholding security without compromising employee productivity and satisfaction. Modernizing security policies and processes can help bridge this gap. From the start of any digital transformation, organizations should review existing data to better understand how employee persona groups are using their technology tools, including the extent to which they follow security measures. A collaborative approach between leadership and cybersecurity teams can help inform IT governance strategies to strike the right balance between delivering a positive experience and protecting enterprise data.



We have to change. To keep up with the changing landscape, we must evolve our security practices. This can be challenging because rigid restrictions can hinder employee experience and productivity. Unisys bridges the gap between IT admins and end users by envisioning modern solutions, such as virtual agents or automation, to comply with security policies. We work collaboratively with our clients to modernize policies and processes without changing them entirely.

Bobby Arbuthnot
Director of Solution Management
Employee Experience
Digital Workplace Solutions, Unisys





See it in action

Modernizing security architecture to increase efficiency

One enterprise was struggling to find a better way for employees to efficiently collaborate with external partners and vendors using Microsoft Teams. Its existing Teams environment was set up to rigidly restrict guest access to comply with data security policies. However, this strict lockdown approach resulted in end users using shadow IT as a workaround to complete their projects, leading to even more security vulnerabilities.

To resolve the two dueling forces, the IT team reviewed Teams security analytics data to identify partners who should receive guest access. From there, they used the data to inform their creation of adaptive guest user policies, which enabled guest access to specific data for a defined period of time. Creating these adaptive policies reduced the IT team's workload by 52 hours annually while ensuring a positive end-user experience and securing company data.

Next steps

Using your data to help your organization adapt and thrive

Optimizing the digital workplace and driving business outcomes calls for tapping into the wealth of data generated by your organization. With the right tools, training and insight, organizations can enhance the overall employee experience to drive productivity in a hybrid work environment.

Partnering with Unisys for end-to-end service offerings empowers you to evolve in a rapidly changing digital landscape. Learn more about how Unisys can help you create an experience-centric workplace [here](#).



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