



# The Future of Employee Experience Management

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Unisys



# Accelerating Momentum for Experience!

01



1<sup>st</sup> Gartner  
MQ for DEX

02



DEX community  
growth x 10

03



Role of  
CXO

04



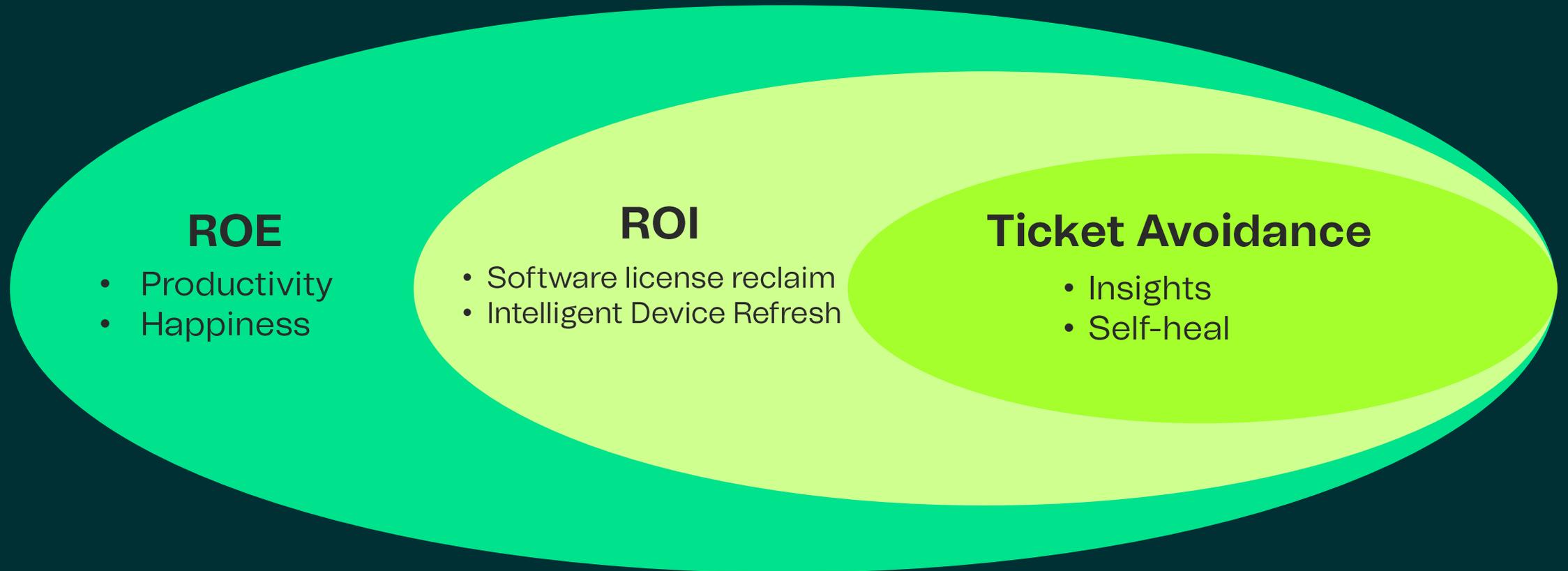
XLA  
Institute  
Founded

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**



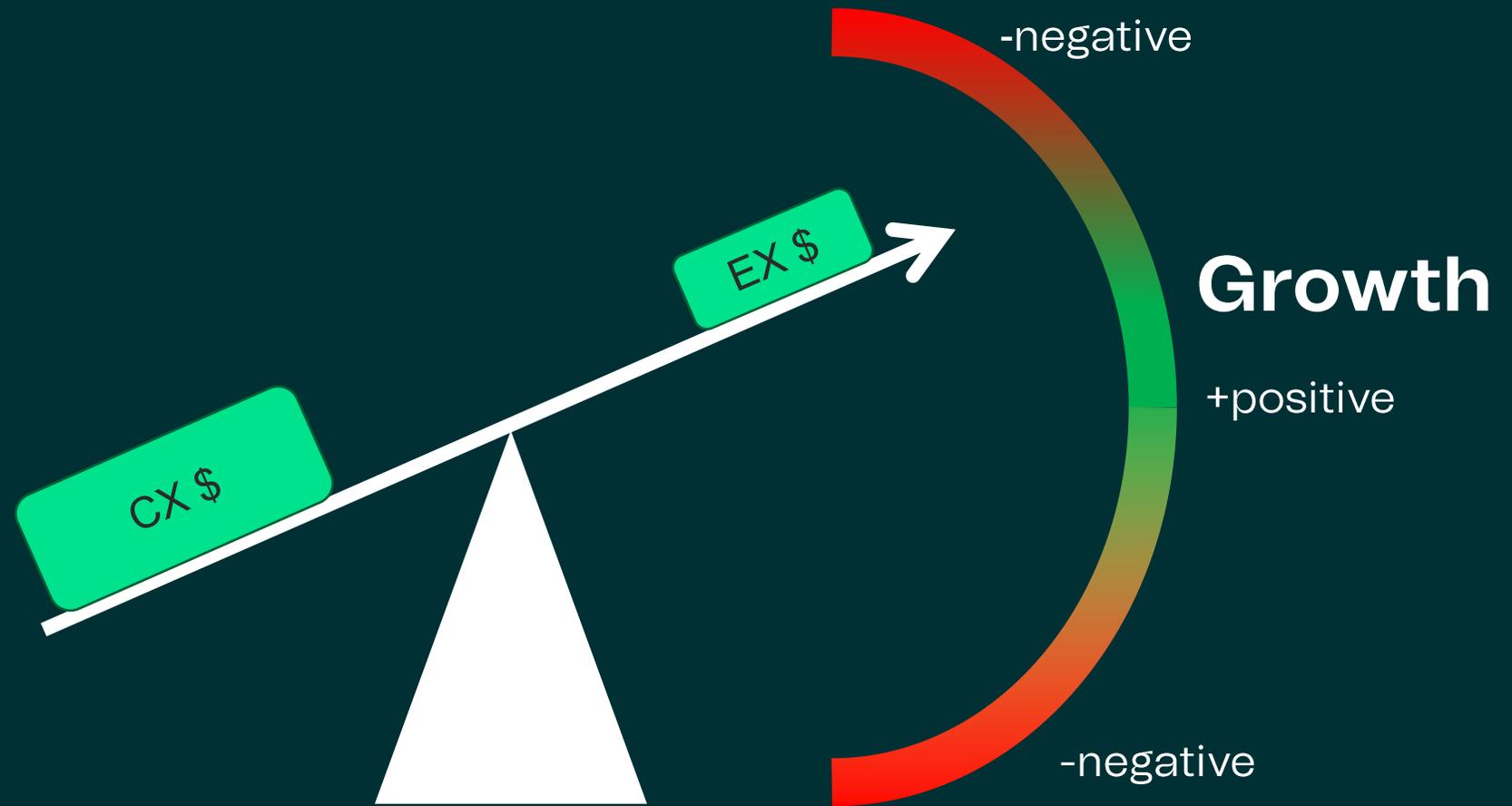
# Employee Experience Value Generators



# 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...

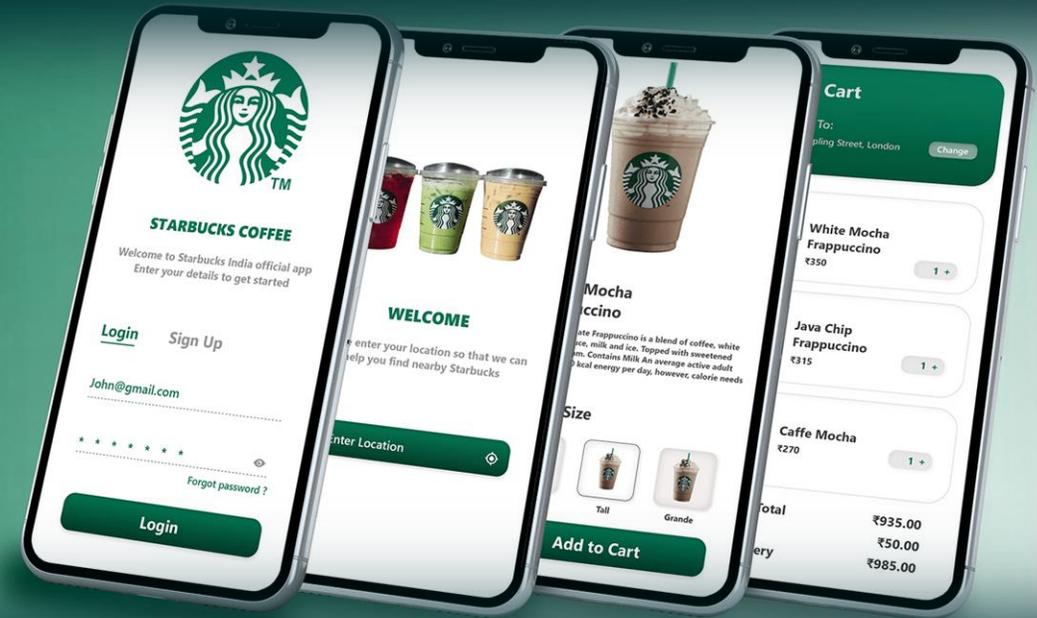
**Project brief- Provide a mobile App where customers can infinitely customise their order and pay, seamlessly at our 40K stores...**

## 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





1

Customers  
frustrated with  
collection delay



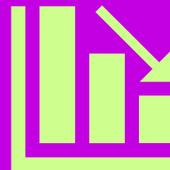
2

Poor execution of  
vision and strategy  
lacking CX / EX  
balance



3

Not enough  
Baristas to meet  
demand



4

Revenue lower than  
before the App

Which might  
have avoided...



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

Share 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

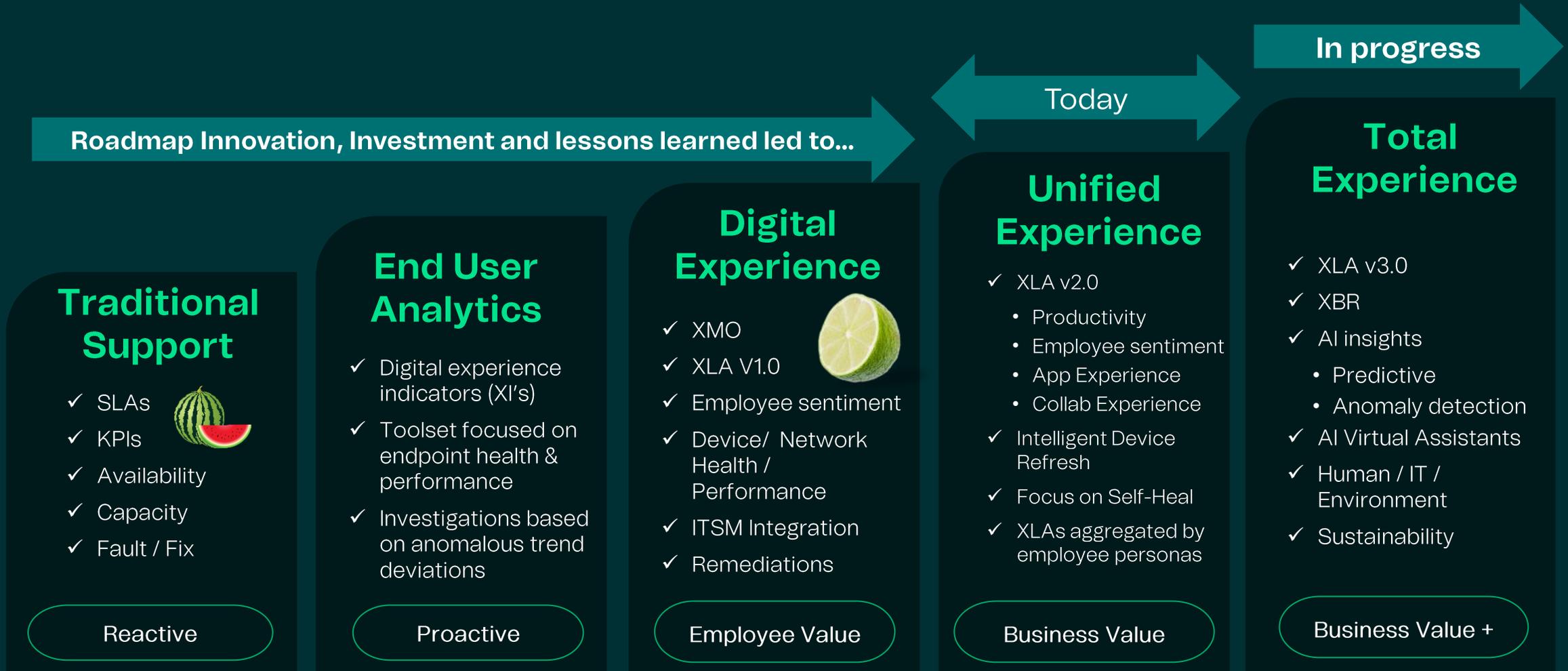


Pre-emptive

OPTIMISED EMPLOYEE EXPERIENCE & PRODUCTIVITY AS MEASURED BY XLA's



# How have we evolved as an organisation?

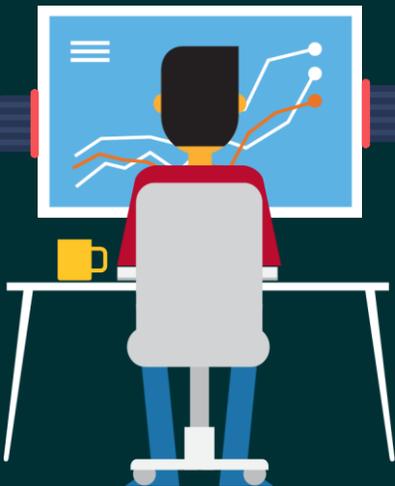


# How do we do it? XMO as the enabler

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



<b>XLA 1.0</b>	PC happiness People happiness
<b>XLA 2.0</b>	Collaboration Experience Persona Experience Application Experience
<b>XLA 3.0</b>	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:

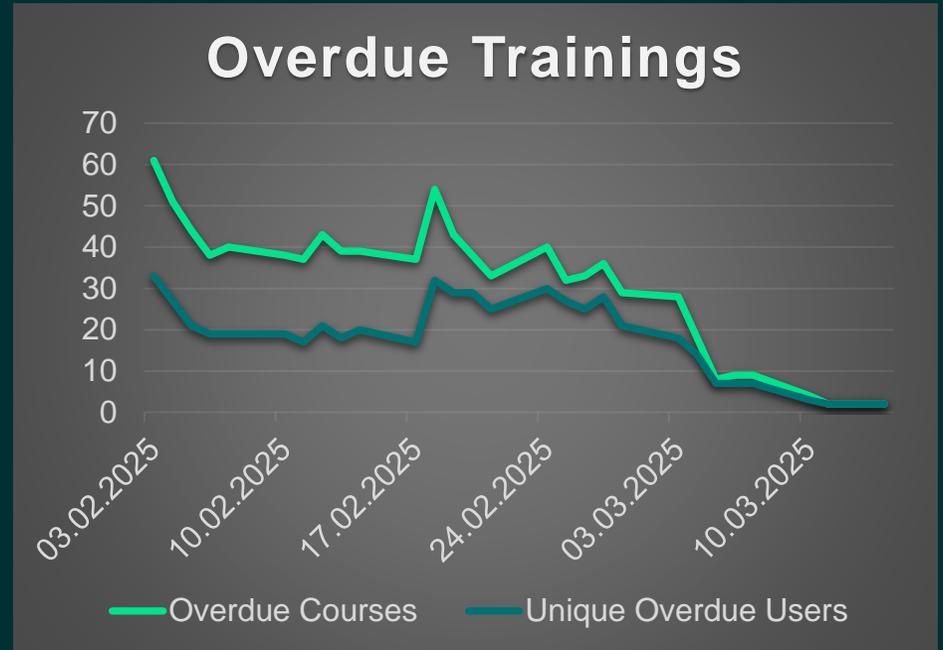
- This campaign is to increase training completion and compliance across [redacted]

## 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,**

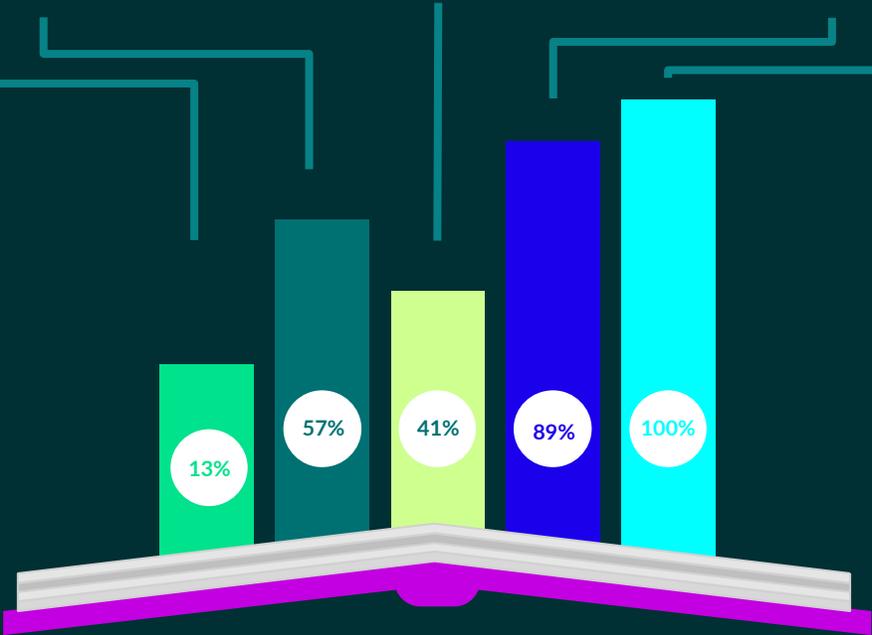


Information redacted

# What happens when you get it right?

## Tangible outcomes

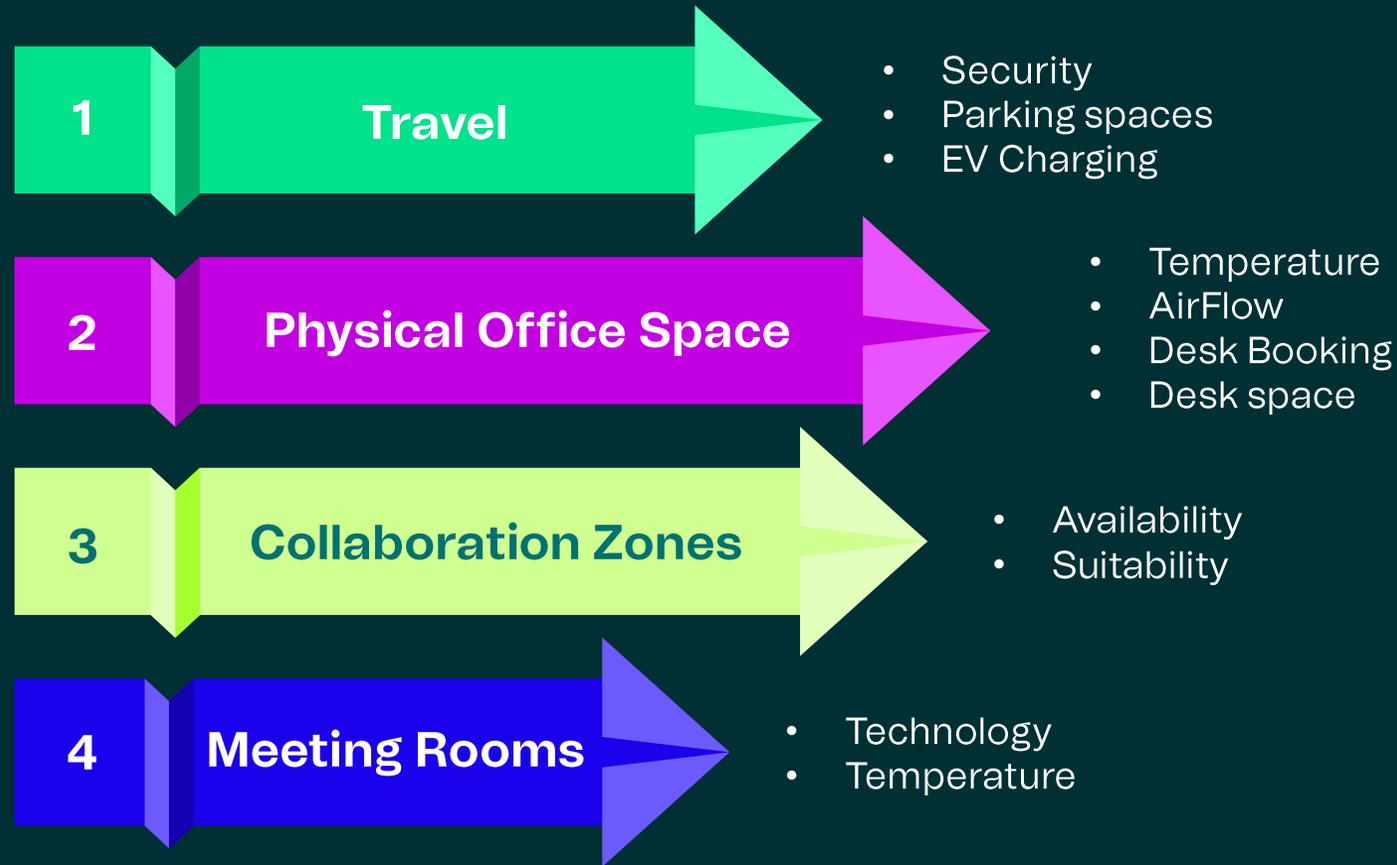
				
<b>Productivity gains</b>	<b>Improved onboarding</b>	<b>Smart device refresh</b>	<b>User engagement</b>	<b>Sentiment by persona</b>
153k Pro-active remediations ensuring device performance is consistent in last 3 months. <b>20,019 Hours saved (~ £320K)</b>	End to end XLA insights encompassing the entire onboarding journey, <b>reducing onboarding time on avg. by 3 days from 7</b>	Priority device refresh list, based on device health. <b>Avoided replacement of 4,960 devices with a saving of ~\$165,333</b>	<b>89% engagement rate</b> , resulting in reducing Service Desk calls and driving increased adoption	<b>95% CSAT score from 74%, 15% NPS increase</b> = reduced attrition/increased referrals



**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

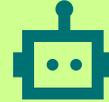
Leverage usage patterns to purchase the correct quantities of devices, apps, batteries, and network data plans

## 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).

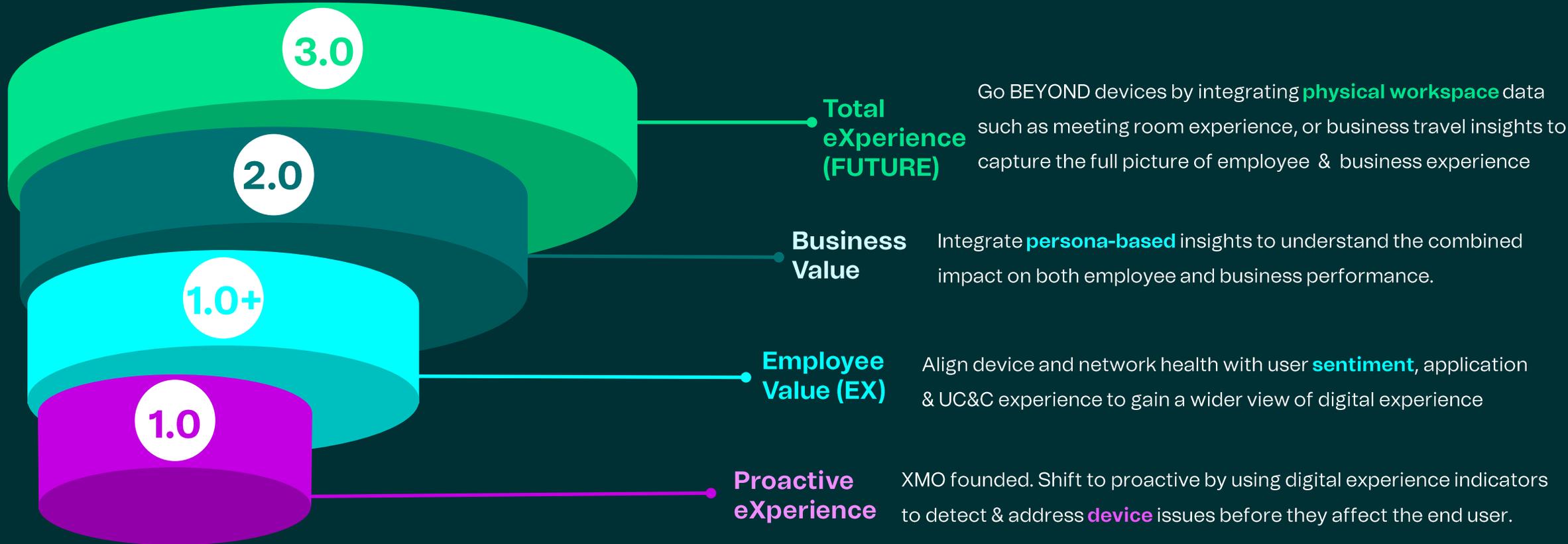
Give them the right tools, support, workplace, and leadership (CXO) to build the sentiment and recognition that align customer and brand experiences (CX = BX).

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



# Unisys setting the industry standard

## XLA Evolution

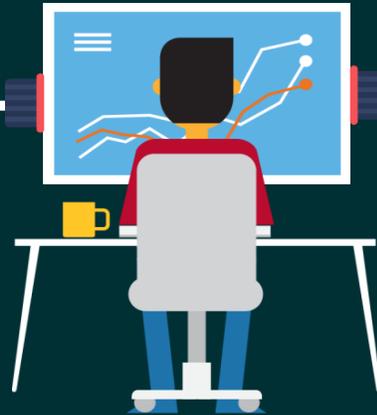


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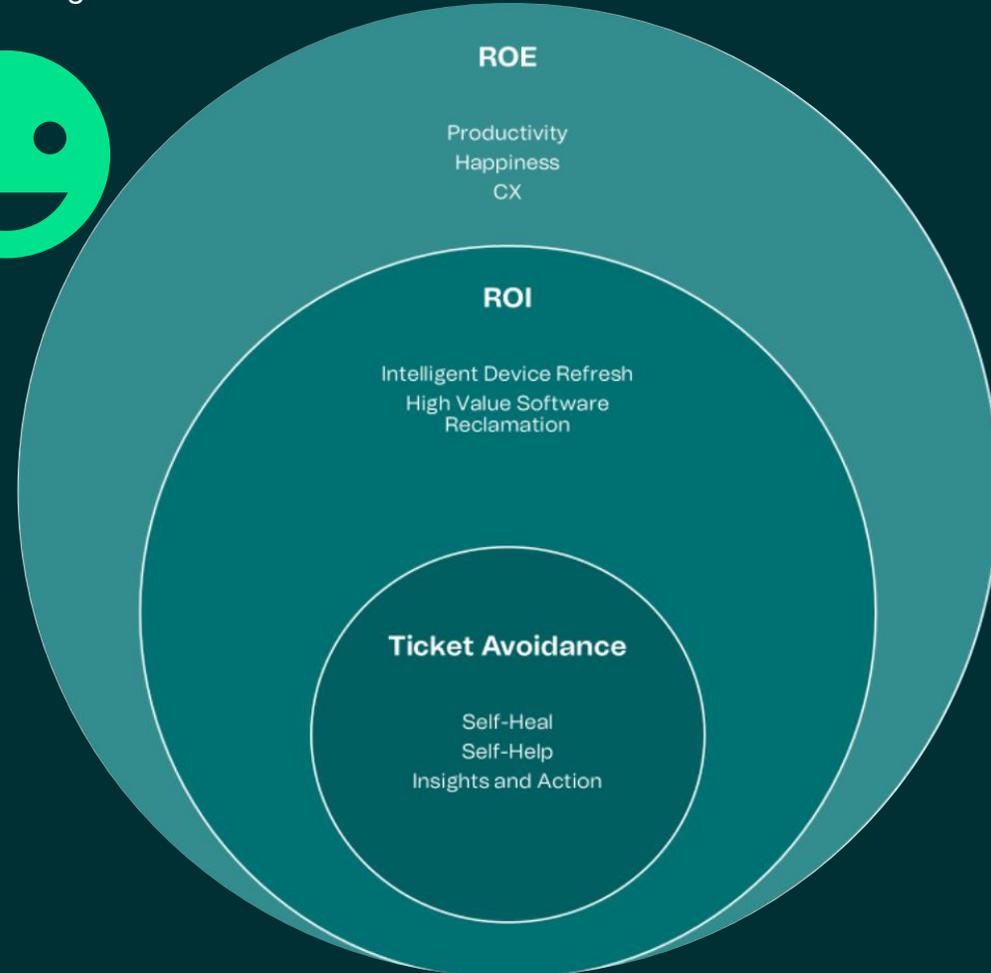


XMO produce actionable insights



Typical Customer outcome

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



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