

EMPLOYEE EXPERIENCE FRAMEWORK

Right solution, Right time, Real impact



HAPPY STAFF, HEALTHY BUSINESS

Your employees are the beating heart of your organization. Keeping them engaged is the key to unlocking your business' potential.

Capgemini's **Employee Experience Framework** offers everything you need to transform your employee experience to boost productivity, sustainability, inclusivity and the metrics that matter most to your organization.

We support every step of your employee experience transformation – from strategy to design, deployment, adoption and optimization – so you can reach your business goals, faster.

85% of decision makers agree that an improved employee experience and higher employee engagement translate to a better customer experience¹

23% higher profits for organizations with highly engaged employees²

\$7tn in lost productivity due to poor employee engagement, every year³

¹IDC Survey Spotlight, July 2021 | ²Gallup, 2022 | ³Gallup, 2022

FLEXIBLE FOCUS

Capgemini helps market leaders worldwide to drive business effectiveness via our four employee experience service portfolios: **Office, Workspace, Support** and **Collaboration & Empowerment**. Each service includes the systems, processes and accelerators organizations need to transform their workplace and deliver on their vision for employee experience.

Knowing where to start your transformation can be difficult. We offer our Employee Experience Framework to help you to map, manage and monitor your employee experience program through five stages: **Strategy, Design, Deployment, Adoption** and **Optimization**.

Working with our Framework enables your team to implement the right employee experience solutions at the right time, so can achieve your target business outcomes sooner.

Our services are flexible. Your team might require our help once or on an ongoing basis; at all five stages of your transformation or only one; via one-off consultancy or an end-to-end service. We work with you to understand your transformation requirements and provide support where it's needed most. Then, we continually review our approach as your business requirements evolve, so you know you're always getting the most value from us.



FOCUS: STRATEGY

Our experts will help to formulate an employee experience strategy that aligns your business objectives, technology roadmap and employees' needs, by:

- Identifying your key technology use cases and metrics for tracking success
- Performing digital workplace maturity assessments, to see how prepared your organization is for change
- Helping to build the business case for your transformation
- Testing and recommending deployment scenarios
- Setting a transformation roadmap to accelerate your journey
- Providing risk assessment and data classification models for your UX and security requirements

FOCUS: DESIGN

We'll develop a deep understanding of your employees' requirements, before selecting the most relevant services and solutions to achieve your employee experience goals. This includes:

- Reviewing how your organization works today, and your target state for tomorrow
- Defining user personas and scenarios, to ensure every design decision serves your end users' needs
- Conducting UX research and gathering benchmark data for your Employee Experience Index – an ongoing measure of the effectiveness of your employee experience program
- Designing new services that are tailored to your user scenarios, including recommendations for specific offerings from our Employee Experience portfolio, prototypes of new capabilities and advice for monitoring and improving satisfaction levels using our Employee Experience Index

FOCUS: DEPLOYMENT

Our experts are on hand to implement and test your new target employee experience solutions, which can

include any combination of services in our Employee Experience portfolio:

- Workspace services to enable staff to work more effectively in any scenario
- Collaboration & Empowerment services to facilitate better communication and collaboration
- Office services for transforming your corporate locations to drive productivity, sustainability and inclusivity
- Support services for building total support experiences spanning all points in your business – not just IT

FOCUS: ADOPTION

The success of your employee experience depends on how your employees respond to your workplace services and capabilities. We focus on accelerating adoption using gamification, user experience management, marketing and organizational change management techniques. This includes:

- Designing digital adoption strategies based on user personas and business needs
- Developing tailored engagement campaigns to drive adoption
- Engaging staff via targeted communications, recognition, rewards, competitions and social media

FOCUS: OPTIMIZATION

We apply our world-leading data science, analytics, AI, machine learning and cognitive technology expertise to help you continuously improve your employee experience, by:

- Tracking a broad range of technology touchpoints used by employees
- Gathering, analyzing and presenting user feedback in clear, actionable formats
- Using our Employee Experience Index to provide a holistic view of employees' views of their experience with you
- Process-mining to predict employee patterns and behaviors and, in turn, streamline processes, prevent issues and improve compliance over time

EMPLOYEE EXPERIENCE FRAMEWORK IN ACTION



Client:

Multinational financial services organization

Brief:

Our client needed help to set their transformation roadmap to drive adoption of Microsoft Office 365 across their offices worldwide.

We needed to dig deep to understand employees' requirements, pain points and workstyles; to identify gaps between their current and target state; to create a transformation blueprint for multiple user groups, and to plan our clients' license distribution and communication strategy.

Solution:

First, we developed a range of detailed user personas using quantitative and qualitative research data from surveys, ticketing analysis, monitoring, interviews, focus groups and more.

We used this insight to map the user journeys for seven core user groups across the client's global workforce. These journeys considered the impact of introducing Office 365 on each group; users' behavioral patterns and training needs, and target areas for improvement.

With this information, our client was able to plan their Office 365 transformation with confidence.



Client:

Multinational pharmaceutical & biotechnology company

Brief:

Our client sought Capgemini's help to lead a major IT transformation program that would deeply impact their employees' IT user experience.

To ensure the transformation was successful, we'd need to understand how the planned changes would affect users, to minimize disruption before it occurred.

Solution:

Using qualitative and quantitative insights from surveys and system usage data (including from ServiceNow, Nexthink and more), we developed an Employee Experience Index to provide a live view of employee satisfaction during the transformation project.

Our intuitive dashboard gathered data points from a wide range of employee-facing systems to provide a complete view of employee satisfaction. Program coordinators could dig deeper into this data using multi-dimensional views that represented the data according to a range of factors, including region, employee history, user group and IT service.

THE CAPGEMINI DIFFERENCE

We've proven our employee experience expertise over thousands of client engagements worldwide, earning 'leader' status from Gartner, NelsonHall, ISG, Everest, IDC and others. When it comes to building employee engagement and driving business effectiveness, there's no better partner than Capgemini, for so many reasons:

- **Focus:** We start every engagement by building a deep understanding of how your employees use your systems, drawing on this insight to shape your employee experience.

- **Flexibility:** We have expertise in every facet of digital workplace and employee experience transformation, and can integrate every element that touches your employee experience — devices, data, operating systems, applications, IT infrastructure, spaces, IoT endpoints and clouds — for total freedom of choice.
- **Consistency:** Our methods are grounded in industry best-practice and have been proven within market-leading brands worldwide. Integrating our Employee Experience Framework with our other employee experience services enables us to keep full control over every element of your delivery and creates a feedback loop for constant optimization.

- **Simplicity:** Creating an amazing employee experience is complicated. Capgemini has the experience, tools, technologies and processes to get you to your target destination quickly and with confidence.
- **Data:** Our Employee Experience Index tracks employees' perceptions about their experience with you, enabling you to improve continuously.
- **Depth:** We serve enterprises in every industry, including financial services, healthcare, energy and utilities, manufacturing, retail, government, technology, education, transport and more. While your engagement with us might be focused on your employee experience, you'll have access to the knowledge, skills and experience of the wider Capgemini Group, worldwide.
- **Perspective:** Creating an exceptional employee experience is more than a project or a task for your organization — it's a critical strategic initiative. We look beyond technology to bring a business perspective and strategic, 'digital-first' approach to every engagement.
- **Partnerships:** Capgemini boasts strong, worldwide alliances with Microsoft, Lakeside SysTrack, Aruba, Amazon Web Services, ServiceNow, Citrix, Cisco Spark, Crestron, Dell, Droplet, Computing, Envoy, Flexera, Google, HP, IPsoft Inc., Juriba, Lenovo, Signifi, Slack, VMware and others.

PART OF SOMETHING BIGGER

Capgemini's Employee Experience Framework services are part of our Employee Experience portfolio — a range of connected services covering **Office, Collaboration & Empowerment** and **Support** capabilities.

Delivered alone or together, each service complements and adds value to the others, creating an end-to-end value chain that boosts productivity, sustainability and inclusivity for users, IT, and your business.

Working with Capgemini gives you access to world-leading expertise, global technology support, and breadth and depth of experience. This enables us to offer a truly comprehensive employee experience solution that makes the future of work work for you.

500 clients supported

3.2m users supported via our service desks

1.5m end-user devices managed

18m desktop support incidents managed

Recognized worldwide



'Leader' in Avasant's Radarview™ report for Digital Workplace Services, 2021



'Leader' in NelsonHall's NEAT Evaluation for Advanced Digital Workplace Services, 2019, 2020 and 2021

The best way to understand the power of our Support services is to try them at our unique Employee Experience center.

Book your tour today, via [Capgemini.com](https://www.capgemini.com).





About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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