

The adaptive digital workplace: tool for the ultimate **Digital Employee Experience**



 **Workspace365**

Everything simplified

Digital employee experience as priority #1

'Workload rises due to staff shortage, number of vacancies at record high' (NOS). 'Fewer demands on applicants due to staff shortage' (RTL News). And: 'Employers: let employees who want it work more hours' (Business Insider). These are headlines that accurately reflect the craziness in the job market. The record number of 143 job openings per 100 job seekers has added to the War on Talent that has been going on for some time.

Increasing productivity through robotics and automation, having employees work longer hours, bringing in personnel from abroad... Companies are pulling out all the stops to fight the labor shortage. Perhaps the most important weapons in this battle are retaining current employees and attracting new top talent. For both strategies, the Digital Employee Experience (DEX) is key.

Why? You'll find out in this white paper, in which we explain 8 ways a good digital workplace leads to a great DEX.

Happy reading!
Team Workspace 365



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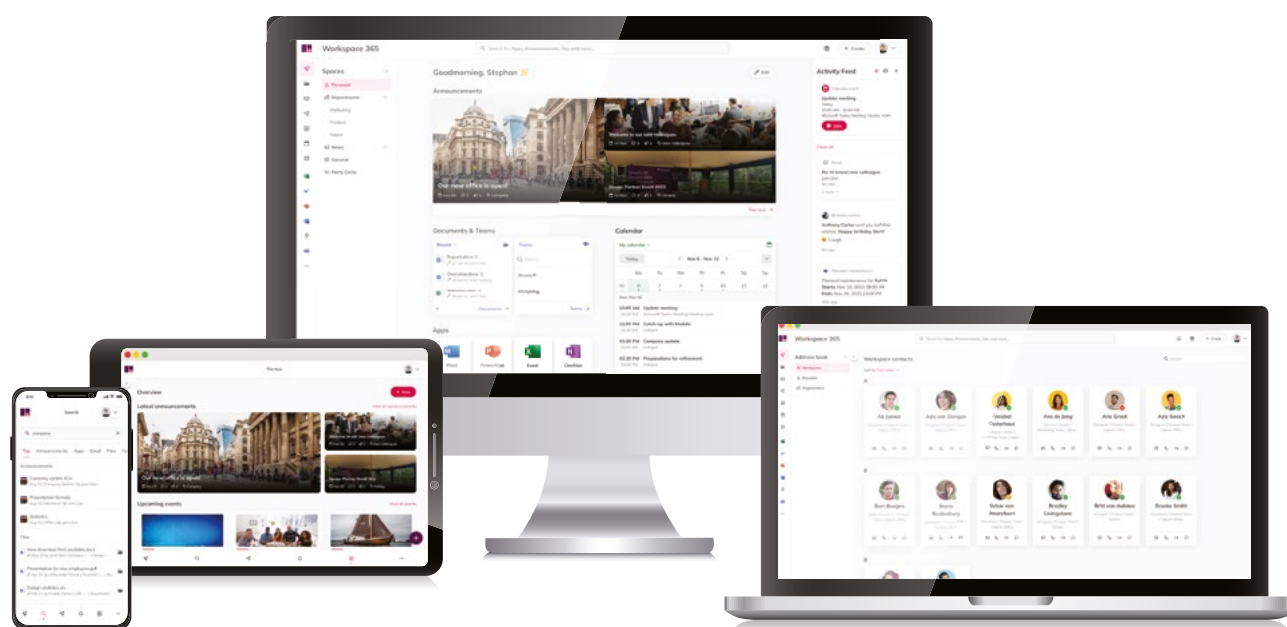




What is Digital Employee Experience?

DEX is about all the experiences employees have with technology in general and the digital workplace in particular. What tools are they using? How do they experience using these tools? Are employees learning how to use technology? Do they have all the applications and other technologies needed for their daily work? And are they all connected?

The concept of DEX is not only the domain of IT. HR is also closely involved - or at least should be if you take DEX seriously as an organisation. As part of the modern employee experience, DEX also has strong interfaces with, for example, an organisation's corporate culture and capacity for innovation.





DEX as a rock-solid business case

Investing in DEX has a high return on investment (ROI). For example, it pays off in increased productivity. For example, 54% of U.S. office workers report wasting time searching for files in inefficient online systems. Good DEX also leads to increased employee happiness and well-being, reduced employee turnover and lower absenteeism rates.

The importance of DEX in numbers:

- 18% of the Dutch consider resigning because they do not have the right technology.
- 48% of the Dutch say they would be more productive if they had better technology.
- 52% of the Dutch say they even spend their own money on technology to be more productive.

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A large-scale global survey by Ivanti shows that: Ahead, some more numbers. Whereas in 2021 only 5% of IT organisations had an intentional DEX strategy, according to Gartner that will increase to 50% of organisations by 2025.

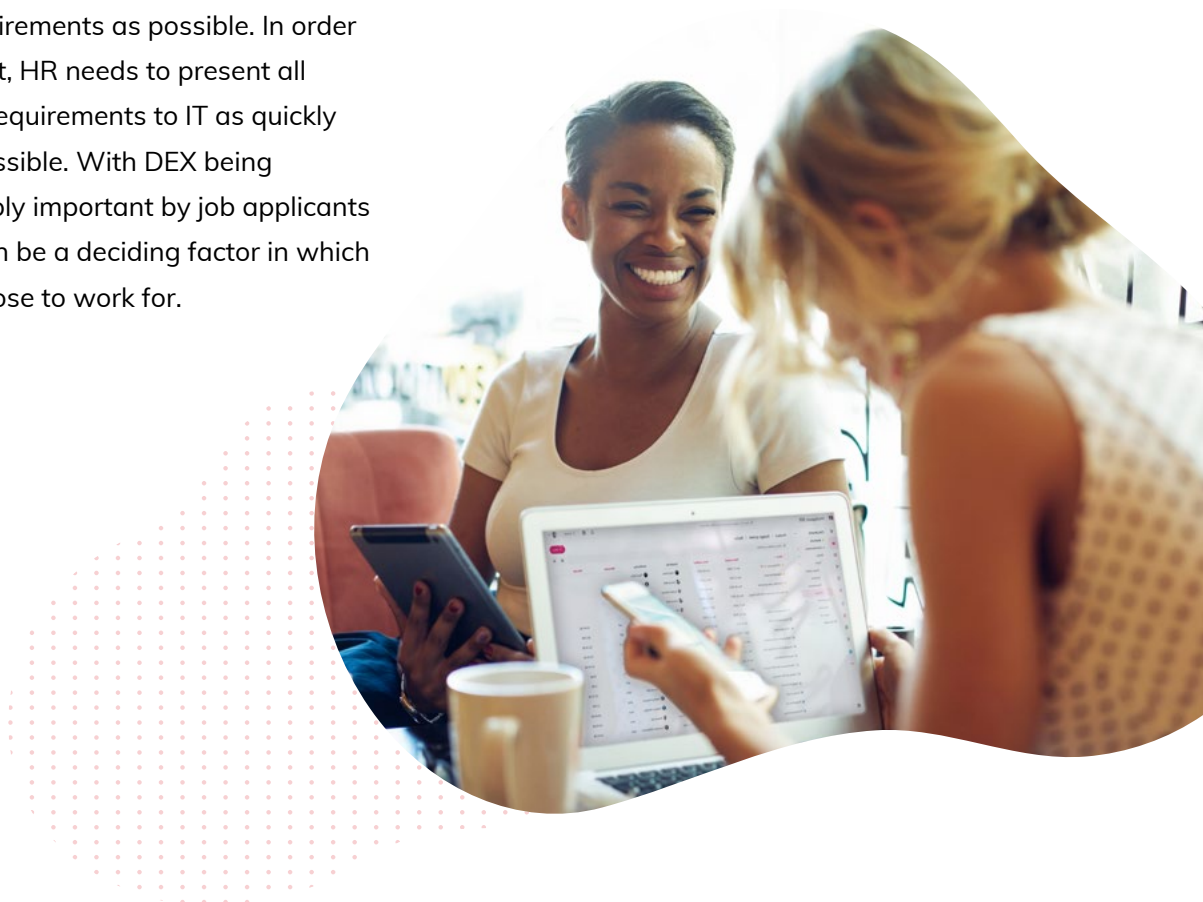




IT and HR need to be two hands in one

The term Digital Employee Experience actually suggests it: IT and HR should work together as much as possible to improve the DEX. This is a challenge in many organisations, as these departments are traditionally not used to working (closely) together. Do they share data and insights with each other? Then they can create synergy and meet as many employee demands and requirements as possible. In order to attract top talent, HR needs to present all digital workplace requirements to IT as quickly and as aptly as possible. With DEX being considered incredibly important by job applicants these days, this can be a deciding factor in which company they choose to work for.

Actually, it's also a very natural-feeling partnership. IT deploys digital infrastructure as an asset to keep the organisation running, HR deploys people for this same purpose. Do the two departments take another step to work more closely together to improve the digital workplace? If so, the DEX gets another boost as a result.





The digital workplace as a DEX foundation: 8 ways

From the performance of devices, applications and networks to user training, onboarding experiences, innovativeness and user research. Creating the optimal DEX is a complex machine whose every part must be well-oiled. One tool that touches on many of these parts is the digital workplace. In it, applications, information, documents, processes, tasks and also (parts of) the intranet come together within one environment.

In the following 8 ways, a digital workplace contributes to the optimal DEX:

#1 Attract top talent and retain current bright minds

It's a well-established fact: relatively many job applicants factor in the DEX when asking whether they want to work for an organisation. Generation Z'ers and millennials in particular indicate that (the flexibility of) the technologies, applications and devices they need for their work are important in their choice.

Equally of great importance to organisations is retaining current (high-performing) employees.

This has been in play at least since the start of what we call the Great Resignation. That's the massive wave of voluntary layoffs hitting companies worldwide since early 2021. One of the explanations for this remarkable phenomenon is that in corona times, companies did not offer the right remote working opportunities - again underscoring the importance of DEX.

Take healthcare, where there is already a screaming shortage of staff at all. Say you are a healthcare worker who has become frustrated with your profession due to bad experiences with the IT department, a multitude of systems you have had to work with and inadequate tools for collaboration and communication. You are then more likely to choose a healthcare organisation that does have its DEX in order. Almost every profession today has strong digital interfaces, DEX should be a serious agenda item at management level for virtually every organisation.

At the risk of repeating ourselves... Do you want to achieve all the requirements and wishes of both high-performing current employees and new potential top talent as much as possible? Then HR and IT must act as one team in this.

#2 Create an optimal onboarding experience

It happens all too often. New employees are eager to get started on their first day, but can't actually do anything because they don't yet have the right tools, logins or information. In fact, a survey by VMware found that only 17% of people believe that new employees within their organisation have all the tools and technologies they need on their first day of work. Even worse than the missed productivity? That's the negative Digital Employee Experience this creates. Especially since the onboarding experience is a big factor in employee retention.

Fortunately, many organisations recognise the importance of onboarding and assign a personal mentor. Automated onboarding within the digital workplace is also a powerful tool. This can be done within a digital workplace, for example, by providing how-to videos, information, protocols and automated announcements. (Parts of) the integrated intranet can play an important role in this.

HR departments can take inspiration from streaming services like Spotify and Netflix for onboarding - and for all HR experiences employees have afterwards. Where these types of services offer on-demand content 24/7, you provide access to HR support anywhere, anytime (automated or otherwise).

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It's also important that you deliver a seamless experience. And that, based on smart algorithms, you personalise content based on both the employee's profile and previous experiences he or she has had with HR.

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#3 Create valuable connections

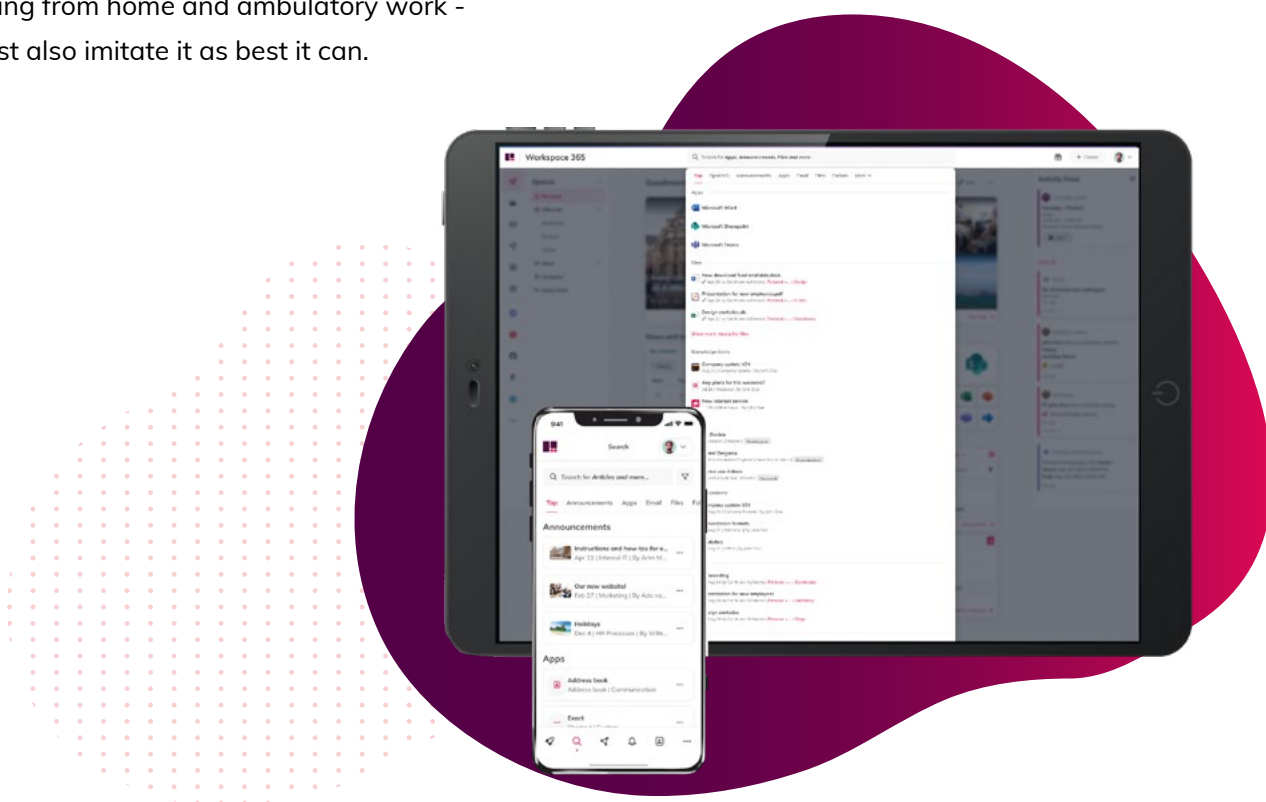
At the coffee machine, you talk to someone from another department. Want to know something from a colleague, you tap him on the shoulder. And for a quick sparring session, you dive into a meeting room with some team members. The conclusion is clear: being together all together has a number of major advantages over working from home and working on an on-the-go basis. Not to mention the benefits of settling in and mentoring colleagues.

Sure, we have to admit: physical togetherness and physical collaboration should continue to be pursued - at least occasionally - as an organisation (more on that later). The digital “office” should not only facilitate online togetherness and collaboration. But - given working from home and ambulatory work - it must also imitate it as best it can.

A digital workplace plays a key role in this

Thanks to functionalities such as fast instant messaging, a personnel search function, an integrated intranet and the provision of (personalised) information, employees can, for example, in no time present difficult cases to colleagues, make connections to exchange knowledge, share best practices, form virtual communities, and share and like posts.

This not only improves the DEX. It also creates valuable connections between employees that lay the foundation for higher productivity and increased employee well-being.





#4 Encourage collaboration (including between teams)

Deloitte research shows that three-quarters of those surveyed believe that online collaboration tools increase productivity by at least 20 to 25%. In contrast, a Forrester study states that they increase productivity by “only” 10%. Whichever way you look at it, the effectiveness of these types of tools is undeniable.

What further increases productivity through improved collaboration is a digital workplace that unites applications for communication and collaboration with, for example, (parts of) the intranet, a personnel search function and a document management system for exchanging documents.

Data from applications, other information and documents, as well as all kinds of processes and tasks: it is all available via a few clicks and from one environment.

Collaboration and information exchange

This not only ensures that employees themselves can always be up-to-date by having all communication and information in one central place. It also means they can seamlessly collaborate and exchange information with team members and colleagues in other departments. Additional benefit? Because employees feel in control of their digital work environment and do not experience frustrations, their DEX improves.



#5 Involve employees in the company

How do you keep employees involved in the organisation when they are working from home or remotely? Of course, there are many employees who don't (or don't always) work in the office, such as because they are in front of the classroom, behind the wheel or walking around a hospital.

Since the coronalockdowns, employee engagement has become a bigger issue for companies with (mostly) office workers. Hybrid working has now become the new working and so it almost never happens that all employees are in the office at the same time. Therefore, increasing employee engagement is still a hot topic for these companies. Many companies have found that it is important to create a personal dimension within the work experience. And that employees like to experience or share moments that really matter.

The online work environment will never be on par with the physical one. What can: provide an experience that approaches the office feel by making the digital workplace a friendly, warm, personal and personalised environment.

Many companies have noticed the importance of creating a personal dimension within the work experience. And that employees like to experience or share moments that really matter.

Many companies have found that it is important to create a personal dimension within the work experience.

Such as promotions, anniversaries or goals achieved, but also personal highlights such as weddings or births. Easily accessible communication via social functionalities of the intranet, among others, ensures that employees feel more connected with each other and with the organisation.

Within digital workplaces such as Workspace 365, this is possible by including a birthday tile, news feeds from SharePoint and certain Teams functionalities. But also because people can contact colleagues and other contacts via the address book at lightning speed.

By now it's a clue: because employees experience the online "office" as a warm and personal place, they will rate their Digital Employee Experience higher.



#6 Be relevant

All the information, communication and notifications fired at us easily lead to information stress and reduction in both productivity and creativity. So less is more, in this case. But how do you make sure you achieve more with less? That doesn't require a magic formula, but relevance. In other words, show only the applications, information and notifications within the digital workplace that are relevant to a particular person at a specific time.

Thanks to artificially intelligent, self-learning technologies, the digital workplace can be personalised for employees. Apart from displaying relevant information, you can think of a workplace that always asks you to register your hours at the right time. Or that asks you at such a time to prepare the schedule for tomorrow. Logical: the more relevant the digital workplace, the higher the DEX.

Relevance also refers to the question of which applications an organisation uses. Here, quality always outweighs quantity and new, cutting-edge technologies are not always the best solution if there are already effective tools that everyone is used to.



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#7 Make everything available anywhere, anytime

Applications, data and documents that are available anywhere, anytime: in the office, at home and on the road. And that can be used and accessed on any device - from desktop and laptop to tablet and smartphone. With the rise of SaaS applications and the great cloud revolution, it all seems self-evident and a snap of the fingers.

But in practice, this often turns out very differently. For example, many organisations work with outdated ("legacy") software. And this cannot - or at least: cannot easily or at a reasonable budget - be migrated to the cloud. In many cases, this involves custom software. In fact, there are still a lot of organisations (including large Dutch banks, insurers and government agencies) with systems running on COBOL, a programming language published in 1959.

With a Workspace 365 hybrid workplace, you can easily integrate (legacy) applications running on virtualisation platforms such as Azure Virtual Desktop and Citrix Workspace into your workplace environment. For adding individual applications, Clientless RDP from Workspace 365 is a great solution. With it, applications can simply be streamed remotely in the browser, with no need to install clients or log in.

Mobile application

Of course, the digital workplace itself should also be available anywhere, anytime. For example, Workspace 365 has a mobile app for mobile devices. This offers users a personalised and customised workplace at all times. Users receive notifications for the most important tasks and information. In addition, they easily view their calendar, emails and company news at a glance. Important here are the integrated intranet functionalities for mobile devices, allowing employees to respond to announcements, for example.

Using many different applications, platforms and devices increases the need for Single Sign-On. This means that after logging into the digital workplace, users have one-click access to everything they need for a productive workday. In other words, your employees no longer have to remember and enter a unique password for each application. Instead, everything is securely available from the digital workplace.

With a Workspace 365 hybrid workplace, you can easily integrate (legacy) applications running on virtualisation platforms.

#8 Establish your corporate culture online

We mentioned the challenge earlier: how do you ensure employee engagement when employees are not (all) working in the office? By extension, it's also important to establish your company culture, in a similar way, online. With things like part-time work, employees working in the field and hybrid working, it can be difficult to find times to socialise with everyone and organise Friday afternoon drinks that everyone can attend.

In other words, the online environment has become increasingly dominant in terms of working and collaboration. But also in terms of corporate culture and socially, online meetings are becoming more and more of the same importance as physical meetings.

When it comes to corporate culture and social life, online meetings are also becoming more and more of the same importance as physical meetings.

The key question: how can an organisation still establish and maintain its corporate identity and culture online? Important here is the following human aspect.

Make sure executives and other key players convey this in all their online and offline expressions. There are countless ways to communicate and interact with each other, from instant messaging to social media-like intranet functionalities. Each and every one of them contributes to your corporate identity. For example, users can suggest new activities, share ideas in forums, conduct user surveys and create discussion boards.



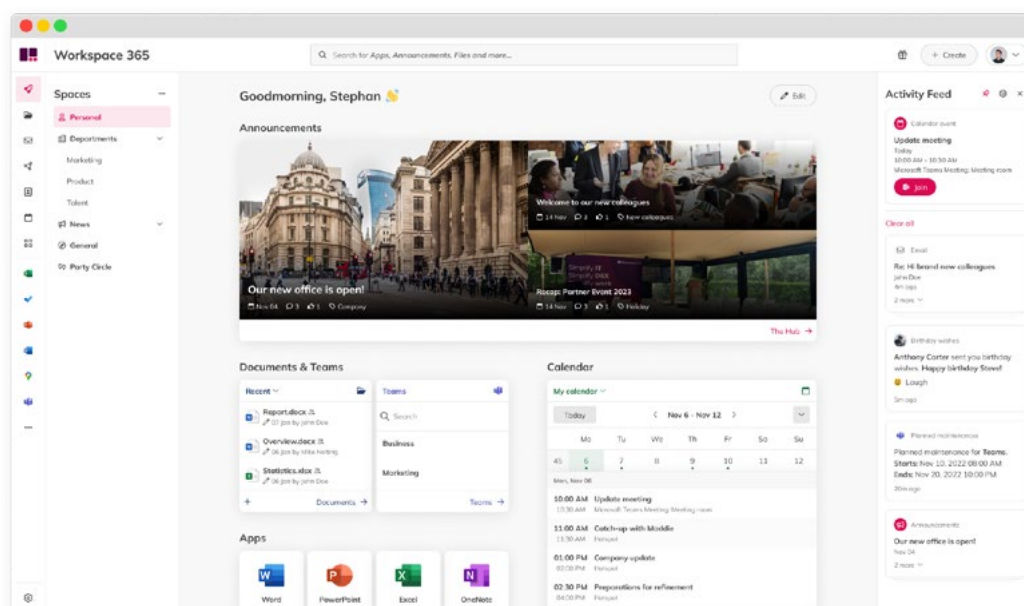


There is a big caveat to this. Being homo sapiens, humans are social animals.

This implies, among other things, that we need to be part of a team and want to work together toward a certain goal. Outpatient and home-based workers, by definition, have fewer moments of contact with colleagues. As a supervisor, try to schedule collective moments of togetherness from time to time. This could be in the form of fixed office days, mandatory face-to-face team meetings or (un)forced Friday afternoon drinks. After all, every study shows: even the best and most intelligent digital tools do not match the connection we feel when we are physically together.

Finally, we like to name a pitfall that touches on corporate culture. Hybrid working also means that the dividing line between work and home is blurred. A corporate culture can also make people feel that they must always be available. As an organisation, it may therefore be a good idea to establish certain protocols in the area of information and communication. Consider a collective agreement that employees - except in the case of business-critical reasons - no longer call, email, direct message or WhatsApp outside of certain agreed-upon times.

The link to Digital Employee Experience is obvious. Employees should not get the idea that the digital work environment causes the work-life balance to be lost.





About Workspace 365

At Workspace 365, we believe in simplifying the digital environment to help employees achieve their ultimate work focus. Our personalised digital workplace provides centralised access to all your necessary applications, company information, and personal documents. We integrate everything into one interface, seamlessly connecting legacy and cloud applications to enhance collaboration and create a unified digital experience. With Workspace 365, you can access your workspace from anywhere, at any time, and on any device.





Everything simplified

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