

Employee Experience Value, Trends & Future

Results From the 2021 Market Research Study

Corporate workplaces need to attract, engage and retain a diverse group of employees to support business productivity and growth.

But how has employee experience fared after a year of lockdowns, remote working, financial and health stress, and the blurring of home versus work life? Are staff at higher risk than ever of fatigue, disengagement and attrition?

SnapComms An Everbridge Company worked with Basc Partners to survey 200+ professionals in Financial Services. The results may surprise you.

Employee experience (EX) has multiple dimensions, including employee connectedness, wellbeing, productivity and purpose.



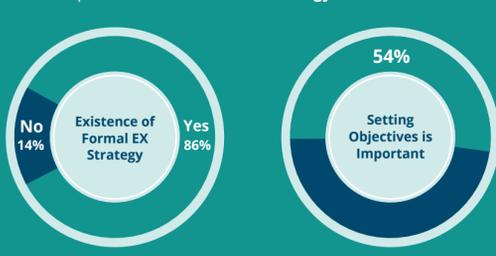
Why Does Employee Experience Matter?

Employee experience drives productivity and is a top priority for many businesses. Quality of EX is a **top 3 corporate priority**. It has a **significant impact** on company performance.

70% 70% of businesses believe positive EX improves company performance



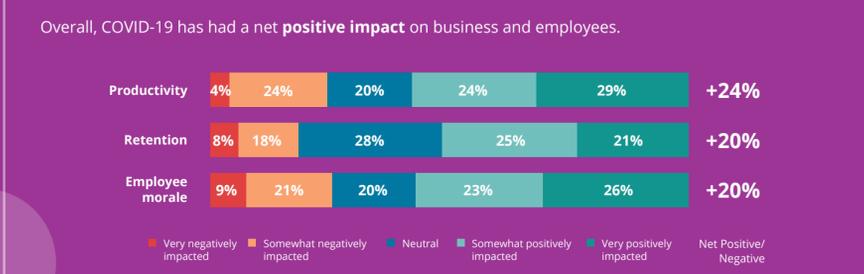
Most companies have a formal EX strategy...



...but few have a **written EX strategy** and only half see **setting objectives** as important.

“A good employee experience leads to a good customer experience. Better customer experience, better profit, better business, healthier business – so it’s a virtuous cycle.”

What’s Been the Influence of COVID-19?



Productivity, retention and morale have all increased by at least 20% as a result of COVID-19.



Employee experience ratings have improved significantly, compared to a year ago and pre-COVID.



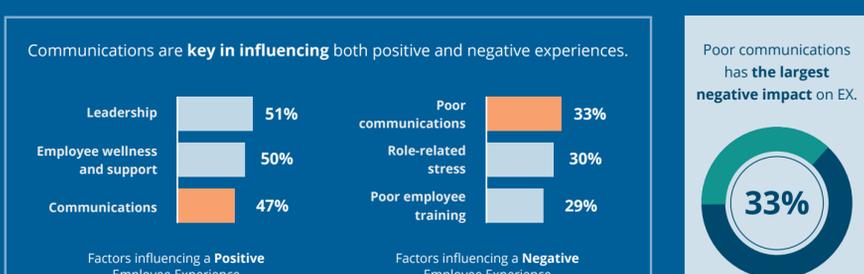
“As the world has imploded over the last year, I believe employees are looking to their employer for a safe harbor emotionally.”

“Chaos exposes leadership, it doesn’t create it, and a lot of people really rose to the occasion.”

How Important is Communication to Employee Experience?

Effective internal communications are critical both to EX strategy and for the quality of the employee experience. But breaking through to employees is a challenge.

82% see internal comms as important to EX programs.



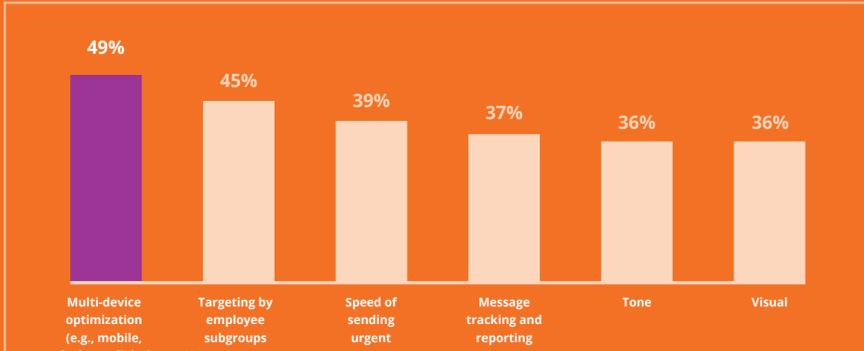
How Difficult is it to Manage Employee Experience?

While many businesses find it easy to find time to manage EX, one in five find it difficult. More sophisticated companies **share the results** with employees and **solicit their help** in responding to survey feedback.

HR leaders most want **multi-device functionality**, **targetability** and **speed** to improve their internal comms programs.



Employee satisfaction surveys are used most to measure EX.



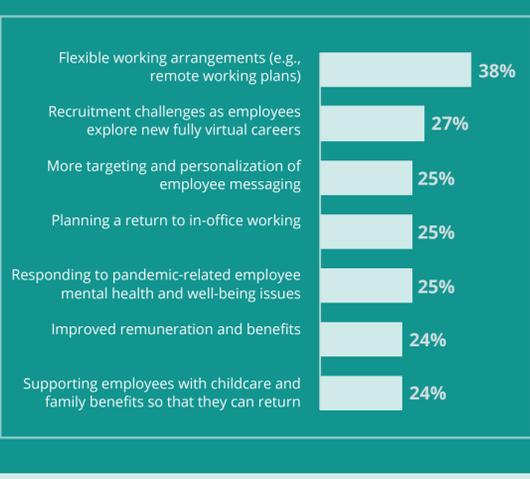
“We promise employees that we will share results with them within a week and we always have an action item.”

What are the New Priorities for Employee Experience?

Connectedness is emerging as a key priority, but businesses will be challenged to refocus EX activities without the presence of COVID as an equalizer.

Flexible working, career growth and personalization are the biggest trends expected in the post-COVID ‘semi-virtual work world’.

Businesses will need to flex between **functional messages** (job enablement, health and wellness, and COVID-related information) and **emotional messages** (purpose, community and culture) in EX initiatives.



“Working remotely has helped a lot of people with fatigue. There’s just more work/life balance.”

Improve Your Employee Experience With SnapComms

SnapComms is the global leader in multi-channel business-to-employee communications. Our award-winning digital channels are used daily by millions of users in 75 countries.

We help Human Resources and Internal Communications teams across the world achieve better communication, higher employee experience and greater performance. Our clients include financial services, government, healthcare, education and other businesses, as well as several Fortune 500 companies.

SnapComms is an Everbridge Company, providing the only end-to-end critical event management and employee communication solution in the world.

