



EMPLOYEE EXPERIENCE INDEX

Part of **Connected Experience Framework**

EMPLOYEE EXPERIENCE – AN ALL-ROUND ACCELERATOR

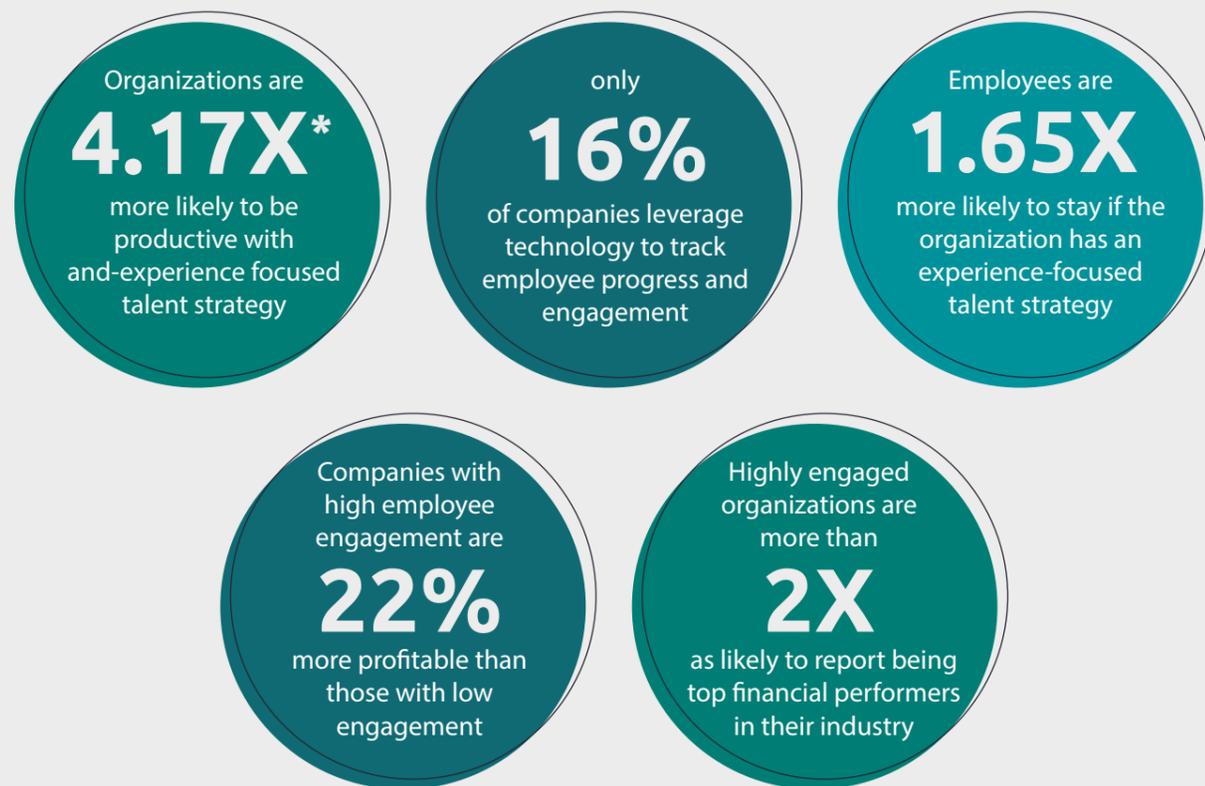
The importance of delivering great employee experience is still underscored by market trends. Parallely, assumptions about what it must include, have been reduced to only few high-level capabilities i.e. translating the consumer experience to the work environment.

Employee experience is much more than that, it's a million of little other things, and it's not a secret that an incredible employee experience delivers

incredible business results. Today's employees represent multiple generations, diverse technical skill levels, while bringing to the workplace own habits alongside unique capabilities, interests, workstyles and preferences. Enabling them to personally make the best of modern IT solutions at the workplace will boost their satisfaction, enhance productivity, and consequently drive financial benefits for your company. Nothing enables growth more, than satisfied and engaged employees, who identify themselves with their company.

Recent analyses also show that today **only 33%** of employees feel engaged at work. So, **what is the secret to create an exceptional experience?** Capgemini sees employee experience as a journey, not a project. And we can be with you all the way.

Recent analysts/advisors research reports and surveys show that:



*Data Source: Various analysts/advisors reports on Employee Experience: Capgemini Research Institute, Deloitte Insights, IBM Research, McKinsey Research, Gartner research, Gallup Research etc.

WHAT IS THE EMPLOYEE EXPERIENCE INDEX?

General Approach

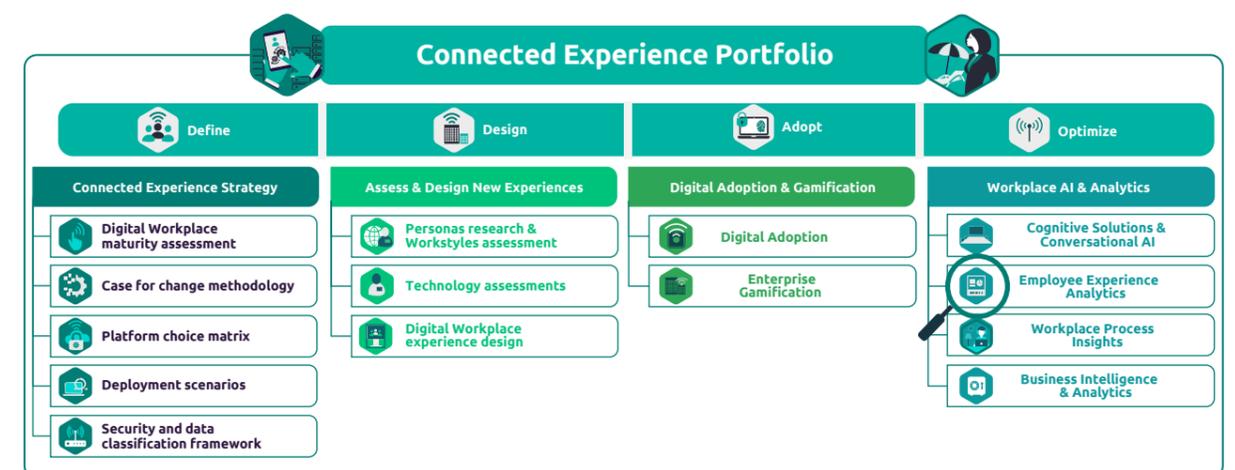
According to research report from a leading analyst firm user experience will be defined by all the touchpoints with the services and technology necessary to conduct day-to-day work. Consequently, analyzing quantitative and qualitative data from various sources across the IT ecosystem, allows to visualize cumulative, Persona based health score of employee experience in your organization. To enable this process in a comprehensive manner, Capgemini has created the **Employee Experience Index (EXI)** offering.

The Employee Experience Index demonstrates employees' perception of their works' digital dimension. It allows to quantify the users' experience level, establish baselines, and

measure the improvement rate after a digital transformation is completed. In this way the **EXI** provides insights to greater satisfaction and increased productivity of employees.

The EXI is based on **Persona** analysis, which gathers, analyzes and visualizes data from various user touchpoints with IT. The assembled data is processed through **user experience research methods** and **AI powered analytics** to combine both – IT services, users and company data, aiming to asses IT performance from user perspective.

Learning about each persona's needs and specific requirements, gathering quantitative and qualitative data through surveys, organizational culture studies, and data from various systems (e.g. ITSM, end user monitoring, productivity suites, etc.), enables us to design new service tailored to specific end user scenarios. The design shows the path forward from "as-is" experience to a new and radically improved experience. It also includes recommendations for specific offerings or prototypes of new capabilities, delivering superb experiences, advice about monitoring and improving satisfaction, and more.



Gathering and Showing the Results

The Employee Experience Index scores the experience by combining objective (data-driven) and subjective (perception-driven) measurements from multiple sources, and by leveraging analytics and proprietary algorithms - for the entire organization, or for a subset of categories, including:

- Specific groups of employees (*by workgroup, department, division, or business unit*)
- Personas (*by needs and roles and responsibilities: developer, manager, business associate, etc.*)
- Context (*IT support, collaboration, office environment, and so on*)

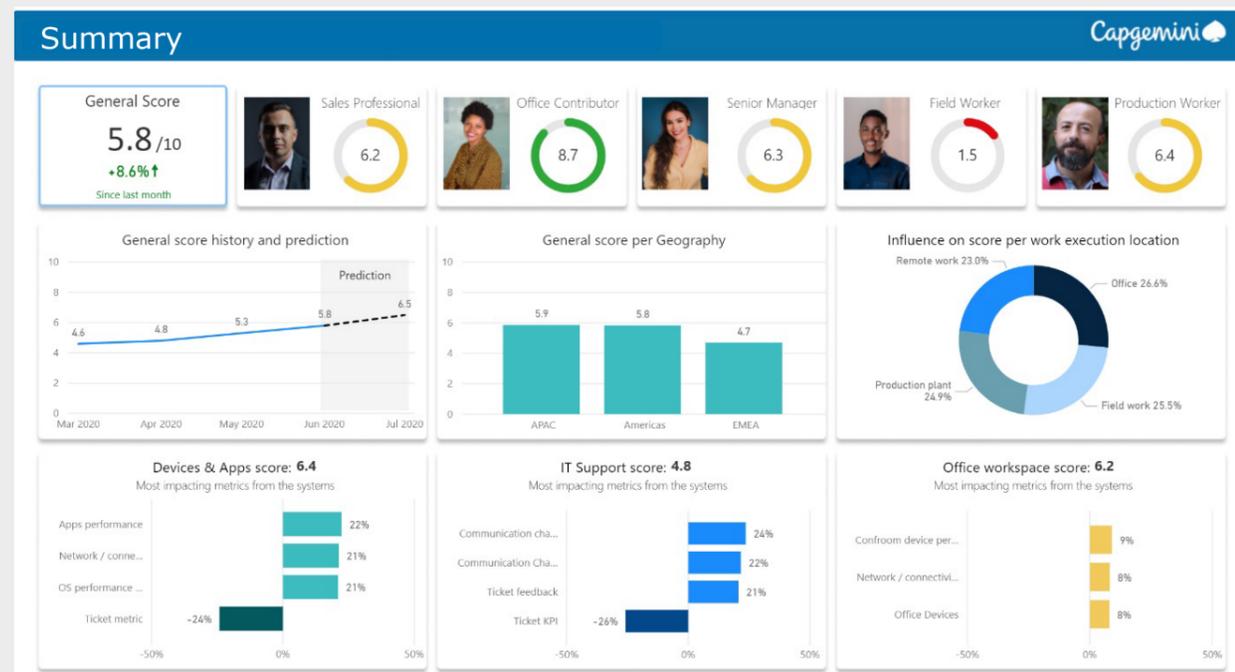
It also delivers hard data to answer questions that impact business decisions, like:

- How effective the current workplace technology is in delivering a desirable employee experience?
- Where are the bottlenecks in productivity?
- What improvements are needed most?

- What enhancements will increase satisfaction of different groups of employees?
- How will changes in IT services impact the employee experience?
- How investments in the employee experience can be optimized?
- How experience components are changing over time?

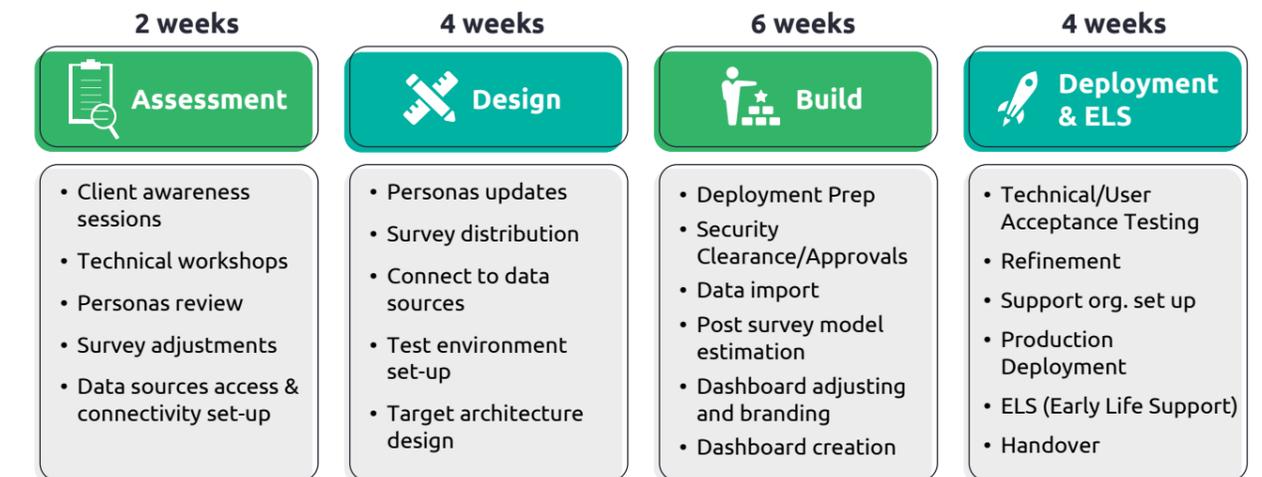
Capgemini provides answers to these questions by taking a deep dive into data – both qualitative (*from interviews, surveys, ongoing CSAT, Net Promoter Score/NPS, usability testing, UI characteristics*) and quantitative (*from ticketing systems, monitoring tools, system logs*). We also validate which data has the most impact for specific personas.

To manage qualitative data, our User Experience team uses various tools (*such as interviews, surveys, questionnaires, usability testing, card sorting, user journey maps, scenarios and personas*), which support data scientists performing process and data mining principles and visualizing it on an interactive dashboard.



HOW DOES CAPGEMINI DELIVER?

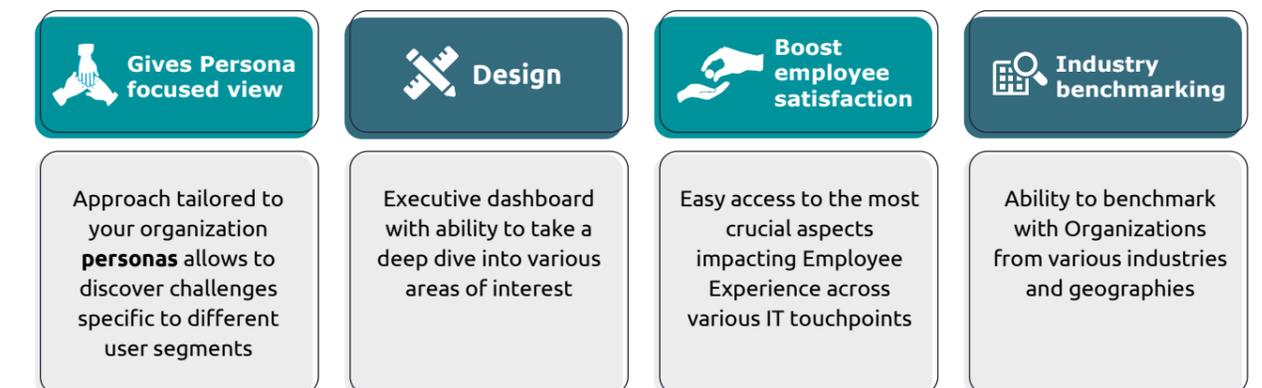
Based on an assessment of the client's current environment, we leverage our industrialized approach in designing, building and deploying the EXI within a time period of **16 weeks**.



BENEFITS

- **For IT:** IT can provide better and more flexible services, broaden provisioning strategy, cut costs, and improve its reputation as an innovation partner to the business.
- **For employees:** Users receive flexible, personalizable and engaging solutions, which enhance their satisfaction, productivity and brand loyalty. This enables easier attraction and retention of top talent.

- **For the business:** Organizations can safely allow more employees to work remotely, scale up and down with additional resources on demand, and facilitate cultural alignment among diverse groups of employees. Companies can also better position themselves to quantify productivity gains, improve processes, and achieve aggressive performance goals of their digital transformation roadmap. Additionally, greater employee experience also translates to greater



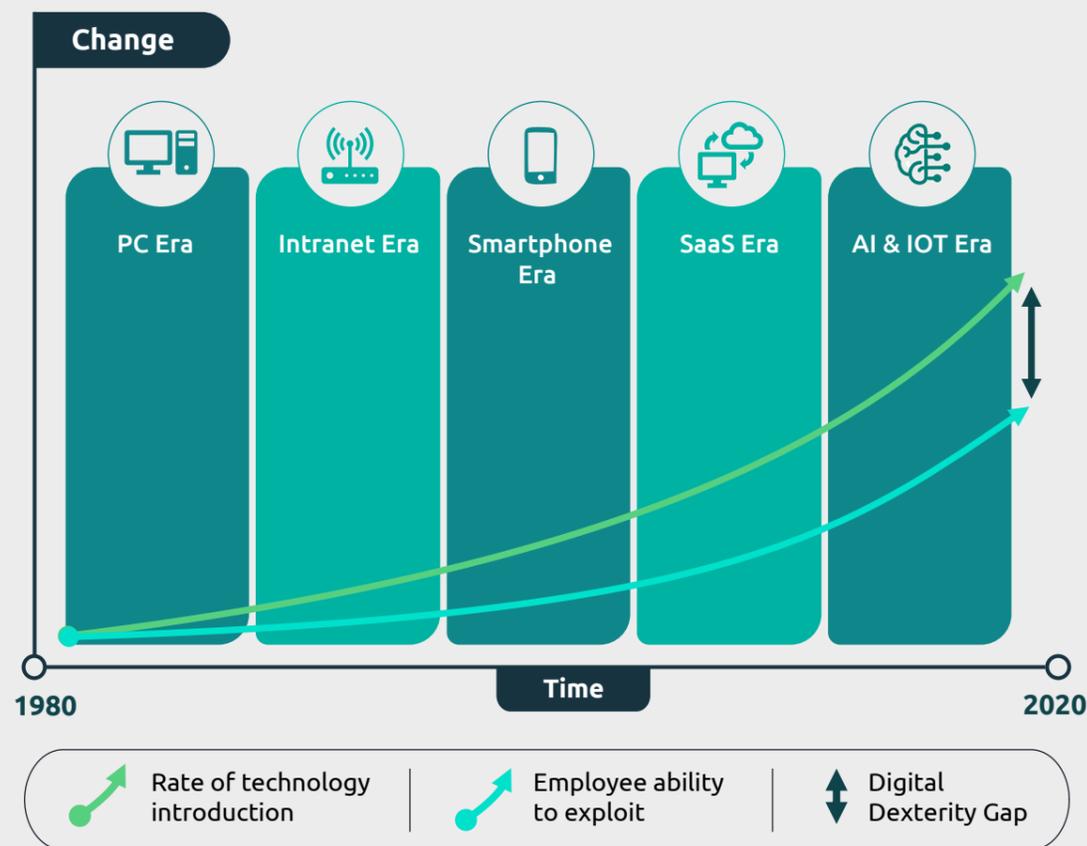
Tackling the Digital Dexterity Gap

The pace of technological change is proceeding faster than many employees can keep up, resulting in what Gartner calls a “digital dexterity gap.” Companies with high digital dexterity are **3.3x** more likely to accelerate digital business

transformation than companies with moderate digital dexterity (Digital Dexterity at Work: Gartner Digital Workplace Summit, 2020).

Employee Experience Accelerators emphasize a persona-centric **design** of digital workplace solutions and accelerated digital **adoption** as core tenets, harnessing multiple techniques to close the dexterity gap.

The “digital dexterity gap” is widening

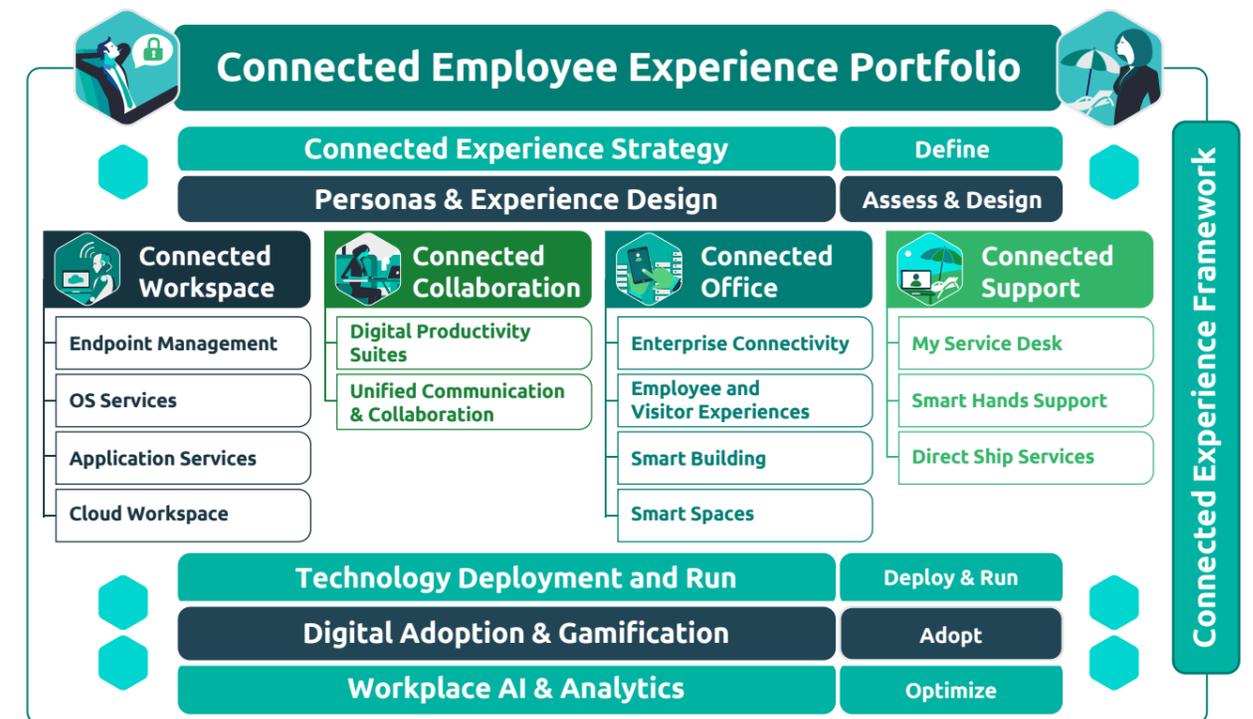


Source: **Gartner**

Capgemini’s Connected Experience Framework

Capgemini’s **Connected Experience Framework** bring a structured and holistic approach to any journey towards a transformative employee experience. Most importantly, our approach

recognizes that the journey is not a linear progression - it is a process of constant refinement and continuous optimization. We provide end-to-end services across all phases of the journey, along with myriad options for enhancing each element of the employee experience. The five phases include:



Whatever your starting point is, we can help you achieve the desired results and speed-up the progress. Our approach radically improves each employee’s work experience by:

- **Aligning all service touchpoints in the employee’s experience** - including devices, data, operating systems, applications, IT infrastructure, IoT devices, and clouds. This enables employees to securely access their resources and collaborate at any time, from any place, using any device.
- **Tailoring the range of services you require to the needs and expectations of your users** - selecting among the comprehensive services of our Connected Workspace, Connected Office,

Connected Collaboration, and Connected Support portfolios.

- **Providing expert guidance on every phase of your journey** - based on deep expertise and many years of experience, recognized by leading analysts such as Gartner, NelsonHall, ISG, Everest, and IDC.

We can work with you or for you, providing consulting services and/or managed services as needed. The result: unprecedented freedom of choice in creating an amazing employee experience, and amazing business outcomes.

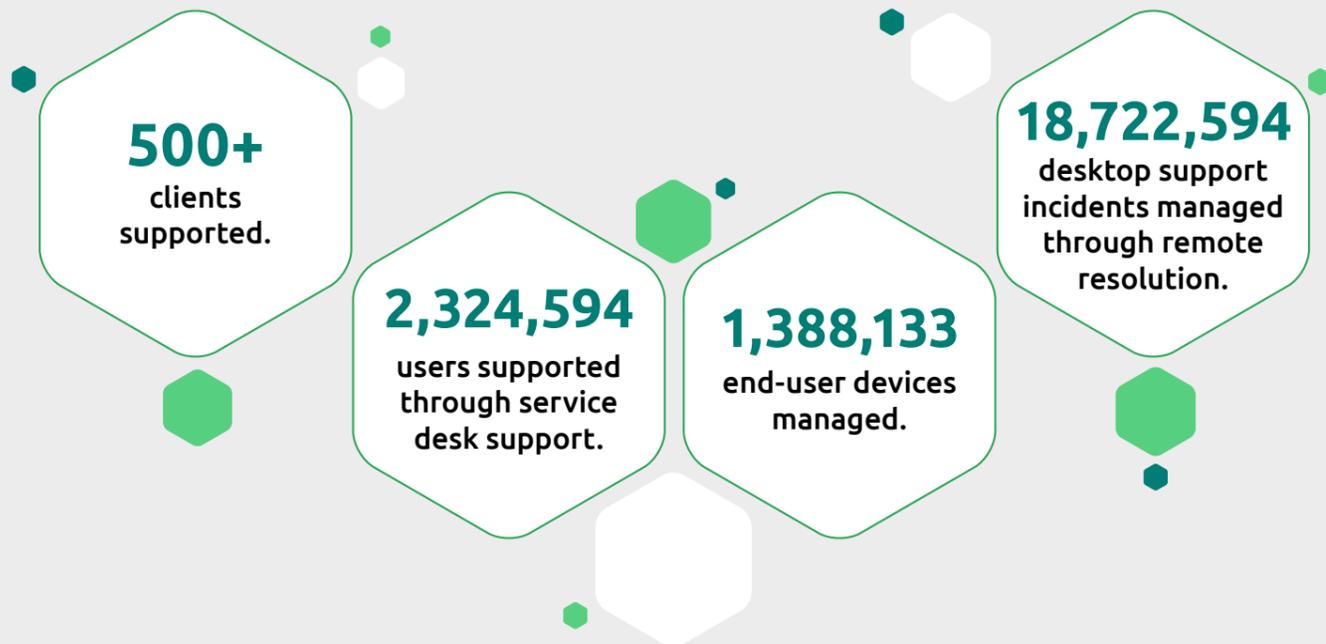
CAPGEMINI ADVANTAGES

Capgemini has proven its expertise in end user transformation in hundreds of successful client engagements worldwide. Our advantages include:

- **Flexibility.** We have expertise in every facet of the digital workplace and employee experience transformation, and we can integrate every element associated with employee experience - devices, data, operating systems, applications, IT infrastructure, spaces, IoT endpoints, and clouds - delivering unprecedented freedom of choice.
- **Consistency.** We use structured methodologies based on industry best practices. Its effectiveness has been proven at many of the largest global enterprises. This level of rigor enables to address multiple aspects of optimizing not only employee experience, but also business processes and even sourcing strategies.
- **Metrics.** Our Employee Experience Index delivers accurate measurement and tracks employee perception about their experience, balanced against insights from various systems. This enables customers to improve continuously.
- **Business and strategic perspective.** Creating an exceptional employee experience is more

than a project or task for your organization - it's a critical strategic initiative. We bring business perspective and a strategic, "digital-first" approach to Connected Employee Experience engagements. We focus on business value, not just technical assessment.

- **Strong, independent partners.** Capgemini is a global and diverse enterprise, and we have forged strong alliances with many digital innovations' leaders. These are **Microsoft, ServiceNow, Citrix, IPSoft, VMware, Flexera, BMC, Aruba, Signagelive, Lenovo, Poly, Logitech, Envoy, Amazon, Lakeside,** and many more.
- **Sector-specific expertise and live showcase environment.** Creating an amazing employee experience can be an overwhelmingly complex task. Capgemini has the experience, tools, technologies, and processes to reach your destination quickly and efficiently. We have served enterprises of all types and sizes in virtually every industry, including financial services, healthcare, energy and utilities, manufacturing, retail, government, technology, education, transportation, and more - and we will gladly show you references from your industry.
- **Connected Experience Framework.** Capgemini leverages a standardized approach to help overcome the so-called **Digital Dexterity Gap.**



Analyst Recognitions

Recent analyst reports affirm both the current strengths of Capgemini's Connected Employee Experience portfolio and its steady evolution over the past few years.

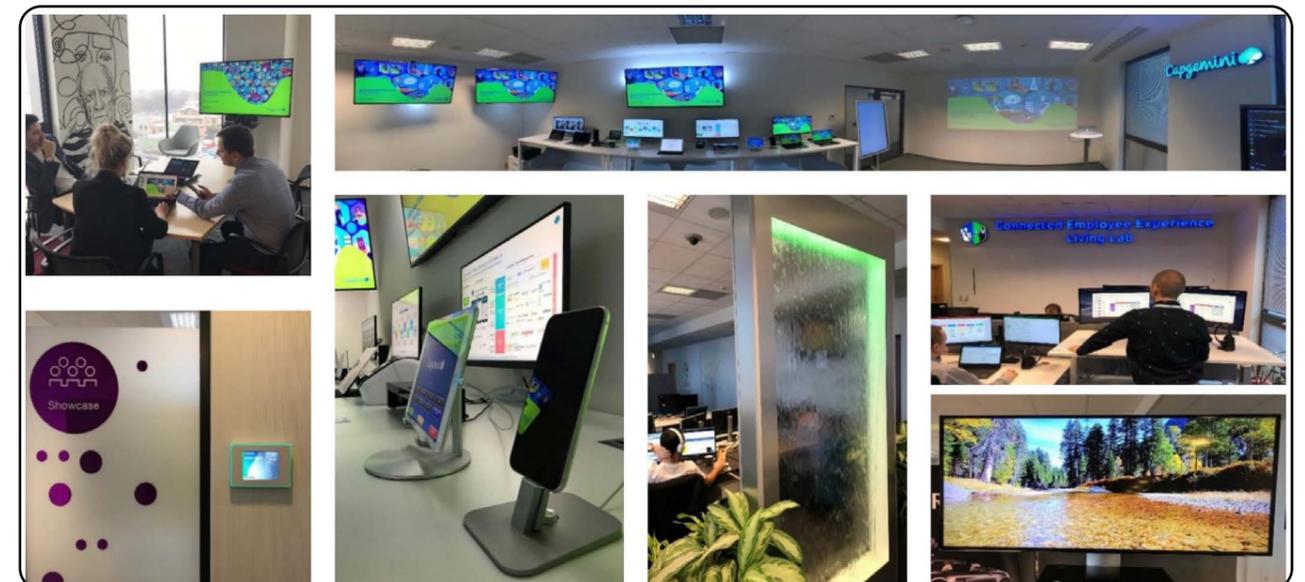
Gartner

Named a Leader in Gartner's Magic Quadrant for Managed Workplace Services, Europe for 2019 and 2020.



Positioned as a Leader in NelsonHall's NEAT evaluation for Advanced Digital Workplace Services for 2019 and 2020.

Visit our Connected Employee Experience Showcase facilities, where you can discover, experiment, contextualize and apply the most relevant innovations.





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 290,000 team members in nearly 50 countries. With its strong 50 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, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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