

# Connected Experience Framework

Accelerate Your Journey to an Amazing  
Employee Experience

# Expert guidance, every step of the way.

It is no secret that an incredible employee experience delivers exceptional business results. Companies with high employee engagement are 22% more profitable than those with low engagement.<sup>1</sup>

But today, only 33% of employees feel engaged at work. So, what is the secret to creating an exceptional experience? How can you connect employees with their work and ensure better business outcomes?

The employee experience is a journey, not a project, and Capgemini is with you all the way. **Connected Experience Framework** brings a fast, structured process to your journey to an incredible employee experience. Whatever your starting point, we can help you make progress quickly and achieve the results you want.

Our approach improves each employee's work experience by:

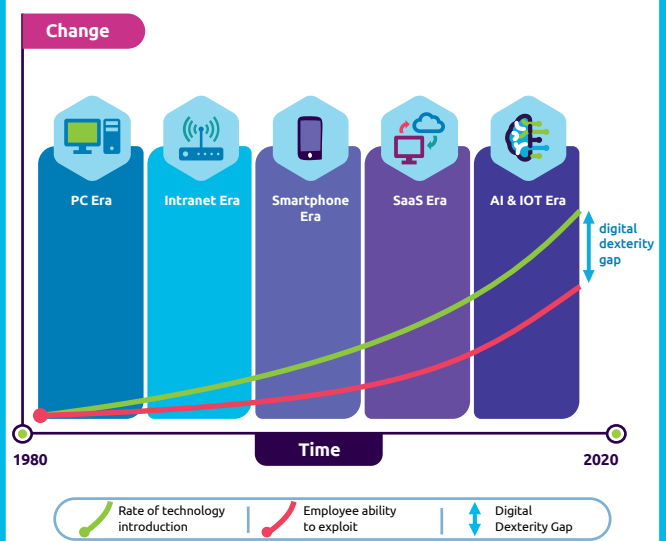
- **Aligning all touchpoints in the employee's experience**, including devices, data, operating systems, applications, IT infrastructure, IoT devices, and clouds—so employees can access their resources and collaborate at any time, from any place, using any device without compromising security and privacy.
- **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 Collaboration**, **Connected Office**, 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 are flexible in our approach to the delivery of services. We can provide consulting or project-based services to define direction and guide transformation, as well as managed services to support the new environment. The result: greater freedom of choice in creating an amazing employee experience and superior business results.

## Bridging the digital dexterity gap

The pace of technological change is accelerating 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.<sup>2</sup>

Connected Employee Framework emphasizes persona-centric **design** of digital workplace solutions and accelerated digital **adoption** as core tenets, harnessing multiple techniques to close the dexterity gap.

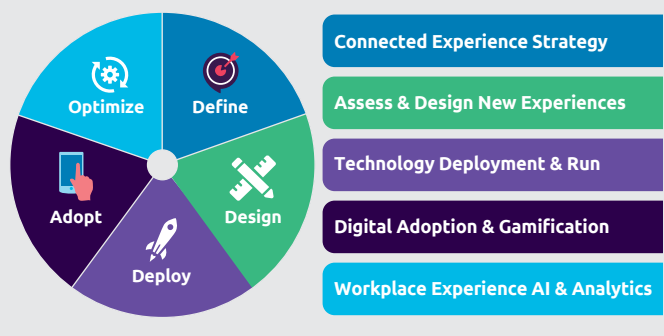


<sup>1</sup>SMARP, April 2019

<sup>2</sup>Digital Dexterity at Work: Gartner Digital Workplace Summit, 2020.

# Connected capabilities for continuous evolution.

The Connected Experience Framework brings an iterative process to transforming your employee experience. We can assist you every step of the way—from defining your strategy to designing experiences, deploying solutions, increasing adoption of new services and technologies, and optimizing the quality of the user experience. The key elements of the framework include:



- Help you build a case for change and mobilize and align all stakeholders on the vision of your digital workplace
- Prepare deployment scenarios and models with recommendations on which to choose
- Leverage our security and data classification framework to provide risk assessment and data classification models reflecting your user experience and security requirements

## Assess & Design New Experiences

We start by assessing how your organization currently works and how you want it to work. We capture employees' perceptions about their current experience and feelings about what the experience could and should be, by defining personas in your organization.

Personas are representations of a type of user and serve as a reference throughout the project lifecycle to ensure that every decision is made in the service of the end user's needs.

Through an initial User Experience (UX) research period, we learn about each persona's needs and specific requirements. We then gather quantitative and qualitative data through surveys, organizational culture studies, data from various systems (e.g. ITSM, end user monitoring, and productivity suites), and derive our unique **Employee Experience Index** that allows you to quantify the user experience level, establish the baseline, and measure the improvement rate after transformation has completed.

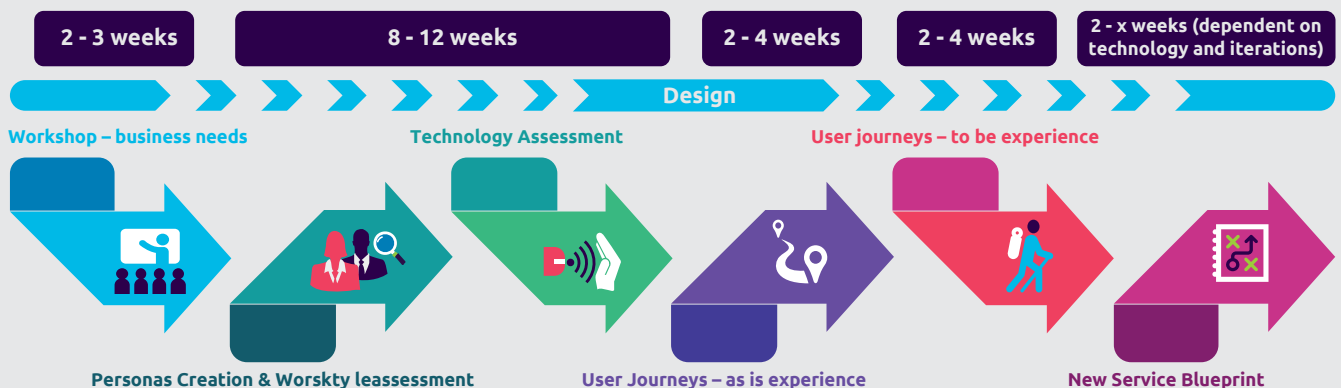
Based on what we've learned about your personas, we then create the design of the new service tailored to your user scenarios. The design shows you the path forward from your as-is experience to a new and radically improved experience, including recommendations for specific offerings from our Connected Employee Experience portfolio, prototypes of new capabilities that will deliver superb experiences, advice about monitoring and improving satisfaction levels using the Employee Experience Index, and more.

## Define Connected Employee Experience Strategy

Working with you to understand your business needs, our experts can help you formulate a **Connected Employee Experience Strategy**. They identify key use cases; quantify how Capgemini can support your business goals; and create a transformation roadmap aligned with your priorities. Our professionals will:

- Perform a Digital Workplace Maturity Assessment based on self-evaluation, defining the level of maturity of an organization compared to the target digital workplace

## A journey to an excellent end-user experience



## Deploy & Run Technology and Services

Our specialists will leverage the New Service blueprint created at the Design stage and help you begin rolling

out your selected new services according to your business priorities and timeframes—including any combination of services within the Connected Employee Experience portfolio—according to your business priorities and timeframes. Core offerings include:

### Connected Workspace



**Your apps and data, your way.**

- **Simple access** to all applications and data, anytime and from anywhere, using virtually any endpoint device.
- **Self-service portal** for IT services, support, app store, and more

### Connected Collaboration



**Accelerate innovation.**

- **Digital productivity suites**
- **Social collaboration tools**
- **Integration** of legacy and emerging collaboration technologies
- **Analytics** to drive adoption and refinement

### Connected Office



**Maximize efficiency in any setting.**

- **Enterprise Connectivity** services
- **Employee and Visitor Experience** services
- **Smart Building** services
- **Smart Spaces** services

### Connected Support



**Personalized, responsive support.**

- **My Service Desk** intelligent support portal with **CHIP** digital assistant
- **Smart Hands Support**, with flexible on-site support for business-critical events
- **Direct Ship** to meet immediate needs for physical IT resources

## Adopt & Gamify New Experiences

New services, technologies, and capabilities can only deliver value if they're used. A key differentiator for Capgemini is our ability to accelerate adoption by driving user engagement.

We combine user experience management, marketing, and organizational change management techniques to drive adoption of digital tools, assets and processes, so employees will take full advantage of digital capabilities. We leverage the **ADKAR** change management model (**A**wareness, **D**esire, **K**nowledge, **A**bility, **R**einforcement) and assist you with every aspect of accelerating digital adoption to close the digital dexterity gap, including:

- **Design** of a digital adoption strategy based on your personas and business needs
- **Development** of tailored engagement mechanisms and visual identity to facilitate adoption
- **Engagement** through targeted end-user communication, recognition, rewards, competitions, and social media
- Continuous **Adoption** by defining a sustainability strategy, feedback analysis, process updates, and more

At each phase, we harness our years of experience and learnings to craft a best-of-breed adoption program for your users, using gamification techniques to help drive engagement. Our gamification methods have proven to be highly successful in changing behaviors in a target audience to achieve business outcomes.



**Our gamification techniques help to engage employees to drive adoption and develop skills.**

## Optimize the Workplace Experience with AI and Analytics

Capgemini has a rich history of applying sophisticated data science, analytics, AI, machine learning, and cognitive technologies to continuously improve the employee experience.

While defining the user experience we focus on multiple touchpoints between employees and technologies used to conduct day-to-day operations. We gather, analyze and present the data in a form that is clear, actionable, and tailored to the specific needs of various user groups. To accomplish this, we have introduced the Employee Experience Index, which provides a holistic view of the various IT elements that impact the perception of IT across different personas.

The Employee Experience Index scores the experience by combining subjective perception of Digital Workplace and objective measurements from multiple data sources, and by leveraging analytics and proprietary algorithms—for the organization as a whole 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)



The Employee Experience Index gives you hard data to answer questions that impact business decisions. For example:

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

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

In addition, our Workplace Process Insights offering gives you access to Process Mining, an extension of data mining and analytics that discovers, monitors and improves your processes by extracting knowledge from event logs readily available in today's information systems. Process Mining enables you to predict patterns and behaviors so you can streamline processes, prevent issues, and improve compliance. We also leverage NLP and machine learning to improve knowledge search with cognitive capabilities or develop text- or voice-based Virtual Assistants in multiple domains (e.g. IT-support, HR, retail, automotive), saving time and money while keeping all stakeholders happy.

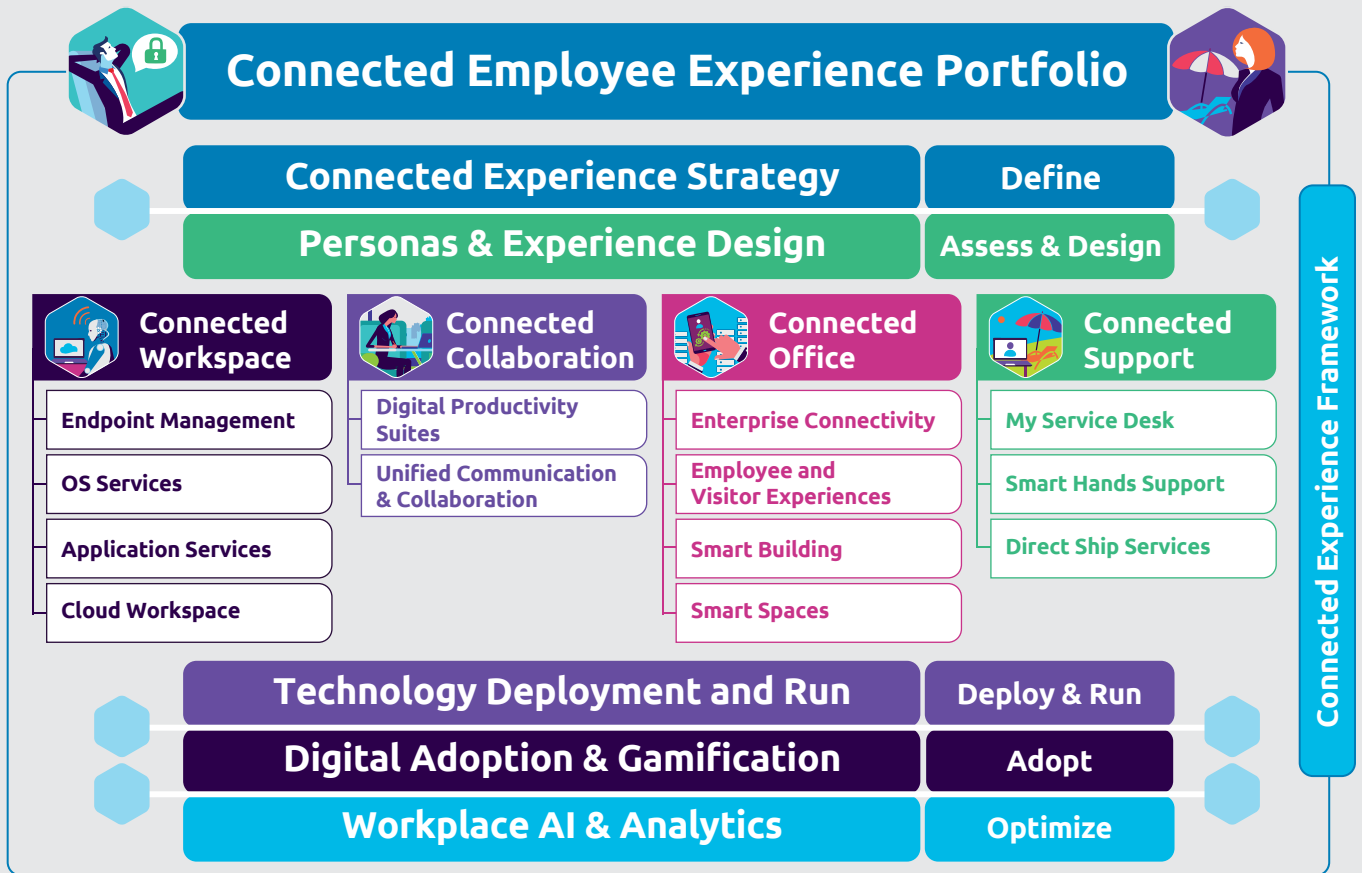
You can leverage the Connected Experience Framework components as a complete, end-to-end solution, or choose one or more components to address your immediate needs.

## The big advantage: It's all connected.

Capgemini has proven its expertise in employee experience transformation at thousands of successful client engagements worldwide and has been recognized by leading analysts such as Gartner, NelsonHall, ISG, Everest, and IDC. We are well qualified to help your organization chart its own course to the Connected Employee Experience.

### Our differentiators include:

- **Flexibility.** We have expertise in every facet of digital workplace and employee experience transformation, and we can integrate every element that touches the employee experience—devices, data, operating systems, applications, IT infrastructure, spaces, IoT endpoints, and clouds—delivering unprecedented freedom of choice.
- **Consistency.** Our methodologies are structured and based on industry best practices, and their efficacy has been proven at many of the largest enterprises on the planet. This level of rigor enables you to address multiple aspects of optimizing not only your employee experience but also your business processes and even your sourcing strategies.



- **Simplicity.** Creating an amazing employee experience can be an overwhelmingly complex task. Capgemini has the experience, tools, technologies, and processes to get you to your destination quickly and efficiently. We've done this many times—and we want you to benefit from our experience and deploy with confidence.
- **Metrics.** Our Employee Experience Index gives you an accurate measurement and tracking of employee perceptions about their experience, balanced against insights from various systems, enabling you to improve continuously.
- **Sector-specific expertise.** 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.
- **Business and strategic perspective.** Creating an exceptional employee experience is more than a project or a task for your organization—it's a critical strategic initiative. That's why we bring a business perspective and strategic, "digital-first" approach to Connected Employee Experience engagements. We focus on business value, not just technical acumen.

- **Strong, independent partners.** Capgemini is a global, diverse enterprise and we have strong alliances with leaders in digital innovation that impact the employee experience—including Aruba, Amazon Web Services, Avaya, BMC, Citrix, Cisco Spark, Crestron, Dell, Droplet, Computing, Envoy, Flexera, Google, Hemmersbach, HP, IPsoft Inc., Juriba, Lenovo, Lakeside SysTrack, Logitech, Microsoft, NSC, Odigo, Poly, ServiceNow, SignageLive, Signifi, Slack, VMware and many more.
- **Constant stream of innovation.** Capgemini gives you access to the Connected Employee Experience Showcase facilities, where you can discover, experiment, contextualize and apply the most relevant innovations.

## Real-world experience across industry sectors and geographies.

Capgemini has successfully helped companies around the world in virtually every industry sector adopt transformative employee experiences. To cite just two recent examples:



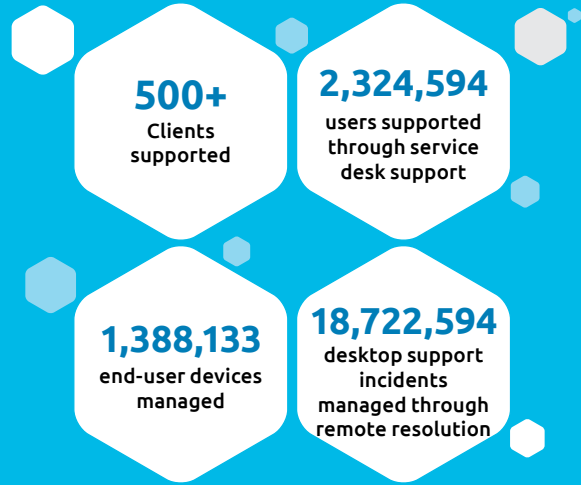
### Leading European car manufacturer

- **Project goal:** Design and deliver digital adoption program to over 60,000 employees in multiple countries.
- **Digital adoption methods used:** Persona identification, value proposition mapping, communication strategy, building online marketing campaigns, video messages, 3D animation, rewards and targeted communication.
- **Benefits:** Development Digital Adoption and communication campaign with tailored gamification design and educational materials which resulted is 40%+ adoption on week 4 from the go live.



### Multi-national pharma and life sciences company

- **Project goal:** Improve the employee experience during a major IT transition.
- **Methods used:** Introduced Employee Experience Index by developing personas and merging multiple data sources into one intuitive dashboard allowed to get a comprehensive view of overall user experience of IT services.
- **Benefits:** Provided a comprehensive view of the overall user experience of IT services, using quantitative and qualitative data effectively to drive improvements.



## Analyst Recognitions

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



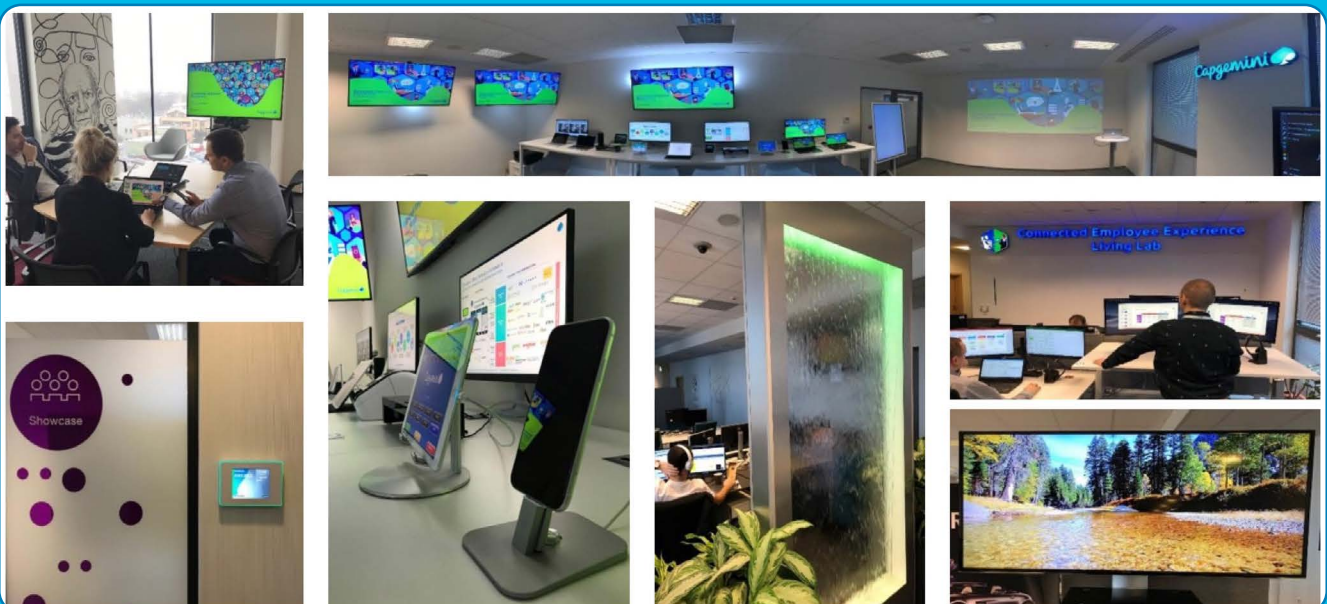
Named a **Leader in Gartner's Magic Quadrant for Managed Workplace Services, Europe** for 2019 and 2020.



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

# Connect with us and see for yourself.

You can see all of the solutions in action at our **Connected Employee Experience Showcase** facilities. Come and see a live demo, or contact us to organize **virtual tour**. In the meantime, **visit our website** at to learn more, and request case studies specific to your industry.





## About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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