

USING TECHNOLOGY
IN THE WORKPLACE

**ELEVATING
EMPLOYEE
EXPERIENCE**

office[®]



WITHOUT A STRONG
WORKFORCE, NO
ORGANIZATION CAN
EXPECT TO PROVIDE **AN
EXCEPTIONAL EXPERIENCE
TO THEIR CUSTOMERS.**

Yet how often do we see organizations investing significant time, money and energy to keep their customers happy while paying little attention to the happiness of their employees?

By contrast,

THE EMPLOYEE FIRST

...approach¹ has paid huge dividends for companies like Southwest Airlines. When employees share in a company's profits as they do at Southwest, they are more likely to go the extra mile to put customers and the company first. Southwest posted record profits in 2016.

Today, as the workplace evolves beyond the physical space and into the digital realm, employers are recognizing the crucial role technology plays not only in automating, connecting and collecting, but in enhancing the employee experience.

The employee experience is the sum of all interactions an employee has with their employer. **The employee experience is influenced by three things:**



**THE
PHYSICAL
WORKPLACE**




**THE TOOLS AND
TECHNOLOGIES AN
EMPLOYER PROVIDES**



**AN EMPLOYER'S
COMMITMENT TO THE HEALTH
AND SUCCESS OF EMPLOYEES**

This guide will address why the employee experience is critical, how technology in the workplace impacts the employee experience and how to implement workplace solutions that make a difference in this area.

Why **THE EMPLOYEE EXPERIENCE** Matters



What some organizations forget is that their employees are their first (and most important) customers. Therefore, focusing on the employee experience is even more critical than evaluating the customer experience.

- Elizabeth Dukes, CMO, iOFFICE

The employee experience is no longer just a buzzword; it's a concern that's quickly rising to the forefront of executives' minds. Why? The importance of the employee experience is evident in research by Jacob Morgan, who analyzed more than 250 organizations for his book, [The Employee Experience Advantage](#).

THE WAR ON TALENT.

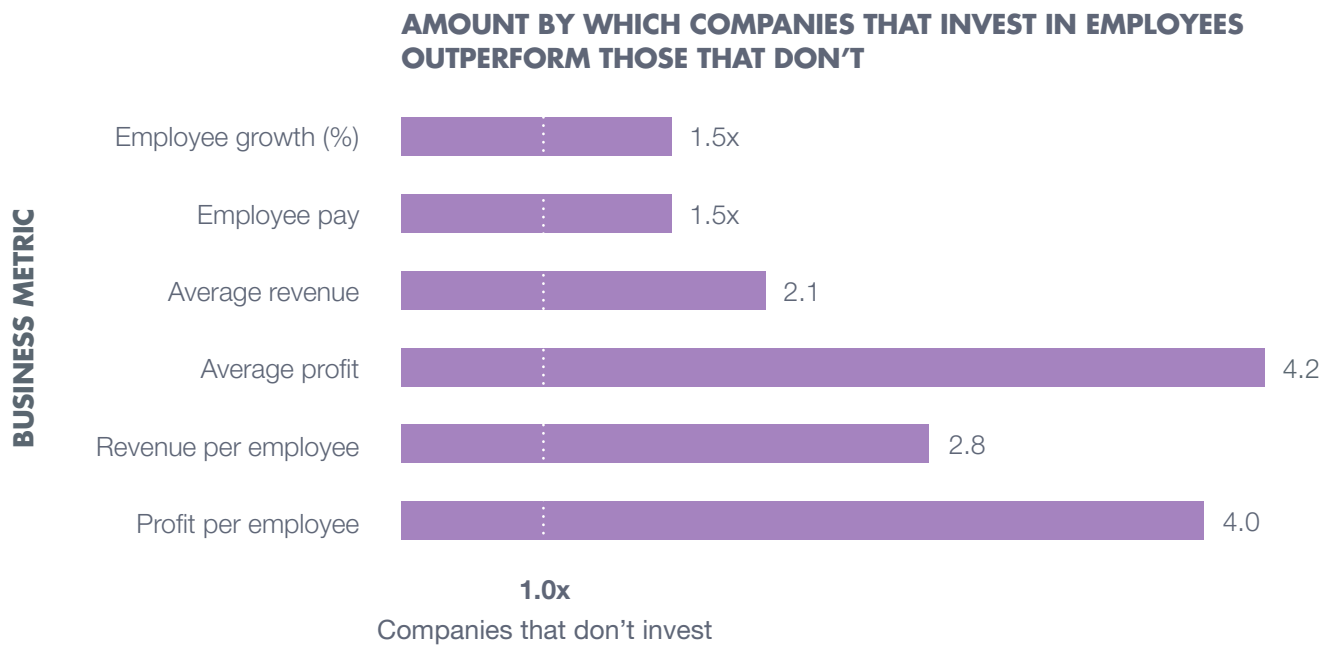
With technology and the age of information empowering employees to change jobs more frequently, employers are realizing they need to offer more than feel-good perks like ping-pong tables and happy hour to attract and retain the best. In fact, companies that invest heavily in the employee experience were nearly 12 times as likely to be included on Glassdoor's Best Places to Work, according to Morgan's research.²

THE IMPACT ON THE BOTTOM LINE.

Companies that invested heavily in the employee experience earned more than four times the average profit and two times the average revenue compared to those that didn't. ³

Companies That Do Invest in Employee Experience Outperform Those That Don't

They're four times as profitable, according to an analysis of 250 organizations.

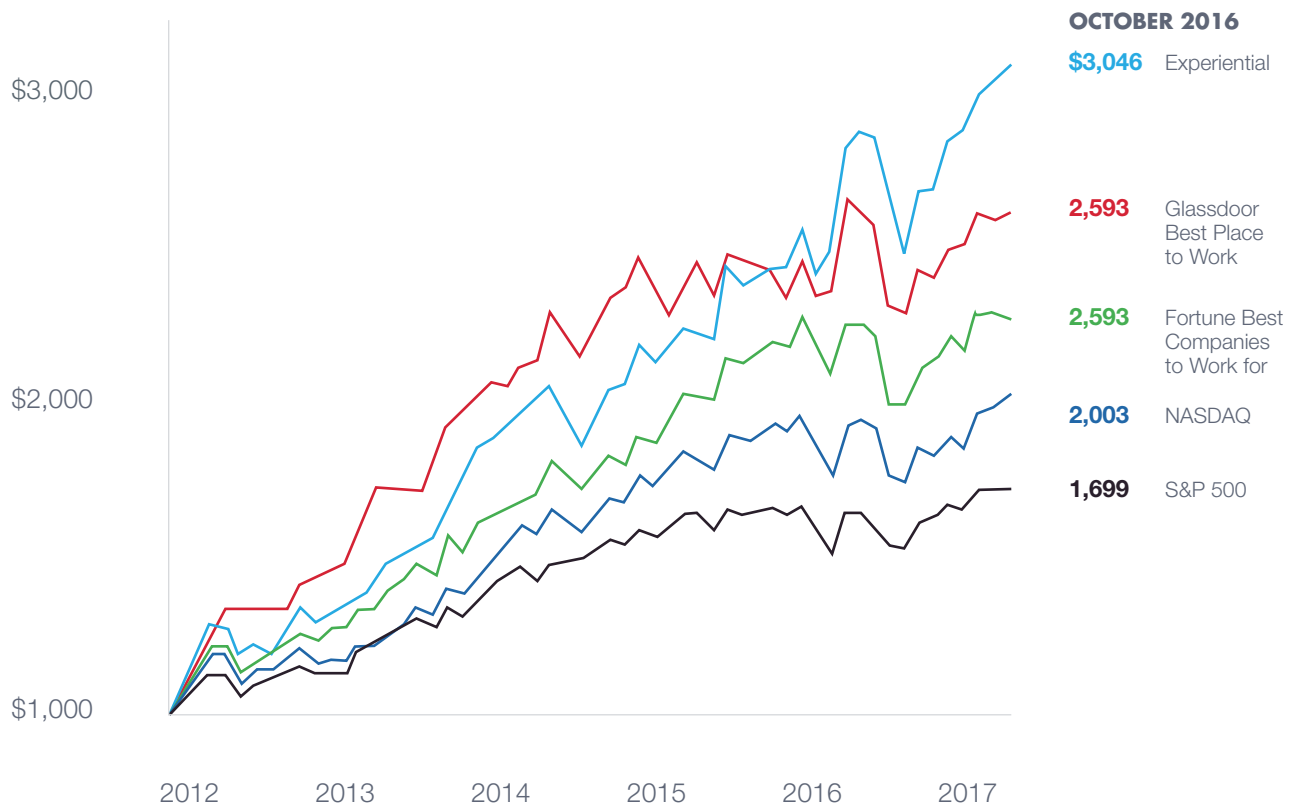


SOURCE: THE EMPLOYEE EXPERIENCE ADVANTAGE, BY JACOB MORGAN (WILEY, 2017)

THE IMPACT ON STOCK PRICES.

Companies that invested in experiential factors also had the highest stock prices, according to Morgan's research.

Stock Price, Based on a \$1,000 Investment



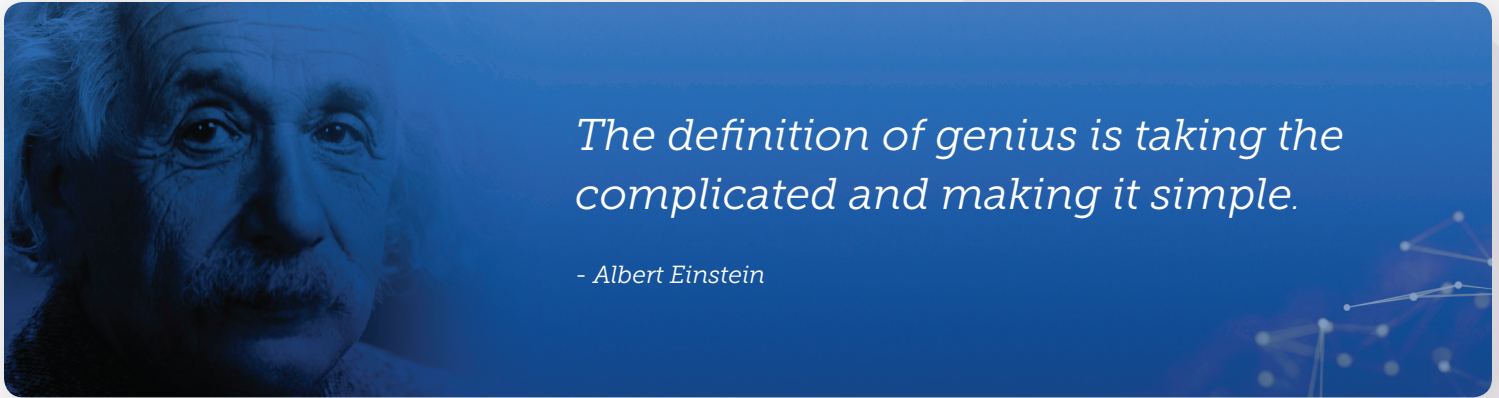
SOURCE: THE EMPLOYEE EXPERIENCE ADVANTAGE, BY JACOB MORGAN (WILEY, 2017)

MORGAN ASSESSED COMPANIES BASED ON THREE FACTORS: physical space, culture and technology.

Based on these factors, the 10 companies that received the highest scores were: ⁴

- | | | |
|--------------------|-----------------------------|---|
| 1. FACEBOOK | 5. ULTIMATE SOFTWARE | 9. ST. JUDE CHILDREN'S RESEARCH HOSPITAL |
| 2. GOOGLE | 6. AIRBNB | 10. MICROSOFT |
| 3. APPLE | 7. SALESFORCE | |
| 4. LINKEDIN | 8. ACCENTURE | |

How Technology Impacts **THE EMPLOYEE EXPERIENCE**



The definition of genius is taking the complicated and making it simple.

- Albert Einstein

While technology is just one factor that contributes to an employee's overall experience, it's a significant one. Technology shapes an organization's culture and influences how employees interact with the physical workspace.

CONSIDER ALL THE TECHNOLOGIES AN EMPLOYEE USES IN A TYPICAL WORKDAY AT A LARGE ORGANIZATION:

8:30 a.m.	Check email via mobile app
9 a.m.	Check meetings using calendar app
9:30 a.m.	Use project management software to check tasks
10 a.m.	Start meeting with remote colleagues using video conferencing software
11 a.m.	Use online employee directory and chat tools to locate a colleague
11:30 a.m.	Use room reservation software to book a meeting room

That's at least six different technologies before the employee has had lunch. It's also six different opportunities for an employee to become frustrated if something isn't working properly or if they can't find the information they need.

...and that's just one day.

CONSIDER THE ROLE TECHNOLOGY IN THE WORKPLACE PLAYS OVER THE COURSE OF AN EMPLOYEE'S TENURE:



ENABLING A SEAMLESS HIRING EXPERIENCE

(Applicant management software)



TRAINING AND ONBOARDING

(Learning management software)



ENABLING REMOTE WORK AND COWORKING

(Collaboration & communication tools)



NAVIGATING THE WORKPLACE/ACCESSING INFORMATION

(Digital signage & wayfinding software)



EASILY BOOKING WORKSPACES

(Room reservation software)



PERSONAL GROWTH

(Performance management software, employer feedback tools)



ENSURING EQUIPMENT WORKS PROPERLY

(Maintenance management software/helpdesk)



CHECKING IN VISITORS

(Visitor management software)

There's been a great deal of debate about who is actually in charge of the employee experience. Ultimately, every department carries some responsibility, but at many organizations, the responsibility is shared between the facilities management and human resources departments. Although IT professionals may not think of their function as one that impacts the employee experience, the important role they play in both validating and implementing new technology solutions cannot be overlooked.

Who Owns **THE EMPLOYEE EXPERIENCE?**



(Source: 2017 iOFFICE & TechValidate survey)


Considering all the touchpoints that contribute to an employee's experience, it's not uncommon for many organizations to have dozens of software solutions in place. Recognizing that the simplest solution is often the best, more organizations are making an effort to consolidate disparate software solutions into unified, employee-centric platforms and apps. For instance, Microsoft created an interactive technology solution to guide employees through their first 90 days and provide ongoing development afterward.



HOW MICROSOFT TRANSFORMED ITS ONBOARDING PROCESS

Microsoft noticed that regular, one-on-one meetings between team members and managers had a significant impact on employee satisfaction and retention. The technology leader developed The Responsive Career Guide, a workplace technology that provides guidance to employees during their first 90 days. Using communications, collaboration and social capabilities to connect people, information and resources, the technology has reduced onboarding and training costs while improving retention.⁵

Key Factors Driving Technology **IN THE WORKPLACE**



The digital workplace is an ongoing deliberate approach to delivering a more consumer-like computing environment that is better able to facilitate innovative and flexible working practices.⁶

- Freed 2015, in Work on the Move 2

The evolution of technology in the workplace⁶ has been largely driven by a desire to automate manual processes, connect disparate systems and collect more accurate data to inform decisions.

It started with architects using computer-assisted design (CAD) systems to plan their new office buildings in the 1960s. That evolved into computer-aided facility management (CAFM) software systems workplace managers still use today to visualize floor plans and gain occupancy data. Then came the development of the [integrated workplace management system \(IWMS\)](#) in the 1990s. The introduction of cloud computing and a greater emphasis on data analytics allowed organizations to achieve an even greater ROI with IWMS software, and the software itself became more comprehensive and powerful.

Today, as organizations seek solutions that consolidate and simplify, rather than proliferate and complicate, the IWMS has become the nervous system of the workplace. As the keeper of space management data, it enables flexible workplace strategies such as activity-based working and hot-desking.

A comprehensive IWMS also serves other critical functions, such as:

- **MANAGING LEASED ASSETS, INCLUDING BUILDINGS & EQUIPMENT**
- **TRACKING AND ORDERING SUPPLIES**
- **MANAGING MAIL**
- **PLANNING OFFICE MOVES**
- **MANAGING PRINTING**
- **ALLOWING EMPLOYEES TO RESERVE ROOMS**
- **MANAGING VISITORS**

While an IWMS sets the foundation for streamlining many functions that contribute to the employee experience, it hasn't traditionally been viewed as a solution for employees. Today, as more organizations make the employee experience a top priority, the conversation around technology is also shifting to be centered around (you guessed it) *empowering employees*. As facilities managers, HR professionals and IT professionals seek to implement new technology, they should keep the following workplace trends and takeaways in mind.

1

The Trend:

A MOVE TOWARD FLEXIBLE WORKPLACE STRATEGIES

As real estate prices rise and employees seek greater flexibility, more organizations are adopting flexible workplace strategies, such as hot desking, hoteling and activity-based working (ABW). In addition to being cost-effective, these strategies enable employees to choose the spaces they need to work as efficiently as possible.

The Takeaway:

EMPLOYEES NEED AN EASY WAY TO FIND AND RESERVE SPACE

In an activity-based workplace, employees have access to various spaces throughout the day, depending on the work they're doing. For instance, if they are working on a big presentation and need to concentrate, they might book a quiet space in the morning and reserve a collaborative space when they're ready to share it with the rest of the team.

2



The Trend: **THE GIG ECONOMY**

Freelancers and independent contractors are expected to make up more than 43 percent of the workforce by 2020⁷. They may not have an assigned desk, but they'll still need to be able to check in and find a place to work each day.

The Takeaway: **CONTRACTORS NEED AN EASY, SECURE WAY TO CHECK IN**

With more contractors coming and going, more organizations are ditching paper sign-in sheets in favor of visitor management software solutions.

3



The Trend: **EMPLOYEES EXPECT USER-FRIENDLY WORKPLACE TECHNOLOGY**

The number of mobile apps on the market continues to grow at an impressive rate, with more than 100 new apps being introduced every hour. In just the past 10 years, the number of apps has grown from just 5,000 to nearly 5 million⁸. Employees use these apps to manage everything from grocery shopping lists to their finances, and they expect the technology they use in the workplace to be just as user friendly.

The Takeaway: **WORKPLACE TECHNOLOGY MUST BE MOBILE**

Employees need to be able to find places, find people and find information throughout the day, wherever they happen to be working. Mobile apps and interactive kiosks that help employees or visitors access maps and important announcements throughout the day are becoming more common.

4

The Trend:


FACILITIES MANAGERS ARE EXPECTED TO DO MORE WITH LESS

As more organizations adopt the Six Sigma approach and focus on eliminating unnecessary tasks and expenses, facilities managers are expected to do the same. Many are assuming a more strategic role of making recommendations to reduce costs and improve operations, leaving less time for routine tasks like building maintenance.

The Takeaway:


FACILITIES MANAGERS NEED TO STREAMLINE WORK ORDERS

Dealing with routine maintenance and service requests can easily become time-consuming. Throughout the day, facilities managers may be peppered with emails, phone calls and Post-It notes about broken chairs, equipment that needs to be fixed or rooms that need to be cleaned. Having a digital system that allows employees to submit service requests and helps FM leaders assign and prioritize such requests makes this workload easier to manage.

A man in a dark suit is silhouetted against a bright blue background, looking down at a mobile device in his hands. The background features a faint network of white dots and lines, suggesting a digital or data-driven environment.

71% of maintenance professionals said a mobile, computerized maintenance management system (CMMS) helped them be more efficient..⁹

Workplace Technology **THAT MOVES THE NEEDLE**




Employee mobility leads to 30% better processes and 23% more productivity —and 100% more satisfied employees...

- Daniel Newman, author of Futureproof ¹⁰

In the age of the employee experience, having an IWMS to manage the workplace is no longer enough. That's why forward-thinking organizations are investing in interactive solutions employees can use wherever they happen to be working.

That includes mobile apps, kiosks and even sensor technology that connects to the Internet of Things (IoT).



iOFFICE Hummingbird is a set of employee experience solutions that allows organizations to make better use of the workplace technology they already have in place —whether it's an IWMS, space management software or other systems—and make it accessible to employees.

Using mobile apps or kiosks, employees can:

- **FIND AVAILABLE PEOPLE AND INFORMATION, SUCH AS COMPANY ANNOUNCEMENTS**
- **RESERVE A ROOM OR WORKSTATION**
- **REQUEST SERVICE**
- **RECEIVE VISITORS AND MAIL**

This technology is easy for employees to use and gives workplace leaders real-time visibility into space management, service requests and more.

Here's a look at how two large corporations are using **iOFFICE HUMMINGBIRD.**



1

Wayfinding:

MAKING LARGE CORPORATE CAMPUSES FEEL SMALLER

A global management company with more than 13,000 sites and 133,000 employees in its North American division needed a better solution for directing employees and visitors. Hummingbird's wayfinding solution bridges the gap between floor plans and digital signage. Company leaders can easily update digital signage and kiosks with revised event information and announcements, and employees can use the mobile app to navigate through the space.

2

Streamlining Solutions:

MAILROOM MANAGEMENT & VISITOR MANAGEMENT

A large healthcare organization was previously using more than 70 different workplace applications and technologies from a variety of vendors. The organization significantly streamlined its processes to just seven workplace technologies when it made the move to the [iOFFICE IWMS](#). However, it wanted to enhance workplace flexibility even further by putting these tools into the hands of its employees. Hummingbird's Slack integration helps to integrate mailroom and visitor management, allowing employees to receive instant notifications when employees have mail or guests.

As organizations transition to more flexible workplace strategies, such as activity-based working and remote work, they need to give employees the right tools to control the way they work. And with new technology trends emerging every day, it's an exciting time to be a workplace leader.

LEARN MORE ABOUT...



office **HUMMINGBIRD**

REQUEST A DEMO

¹ *"Why Do Southwest Airlines Employees Always Seem So Happy?" (Forbes, July 2017)*

² *Forbes: 2018 Will Be the Year of the Employee Experience*

³ *Forbes: 2018 Will Be the Year of the Employee Experience*

⁴ *The Future Organization.com/Employee-Experience-Index*

⁵ *Empowering Employees: Fostering Change and Innovation Through Digital Workplace Strategies and Technologies" (Microsoft News Center, May 2017)*

⁶ *Work on the Move 2: How Social, Leadership and Technology Innovations are Transforming the Workplace in the Digital Economy*

⁷ *Intuit: Gig Economy Is 34% of the Workforce*

⁸ *TechCrunch: App Store to Reach 5 Million Apps By 2020*

⁹ *SoftwareAdvice.com: 5 Maintenance Apps That Streamline Work Orders*

¹⁰ *Forbes: Mobility Is the Answer to Better Employee Productivity*