

# BAYZAT

The Employee Experience Handbook



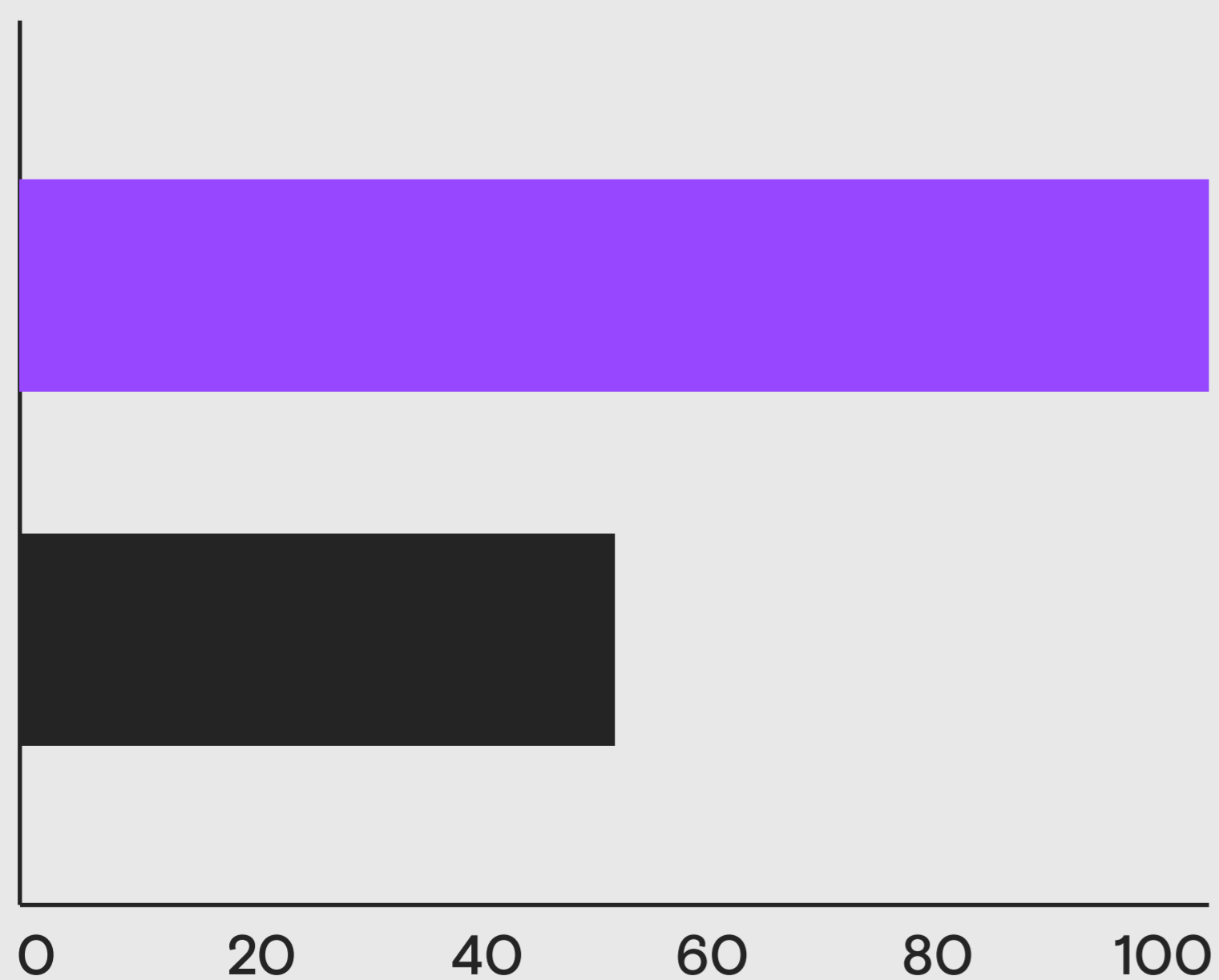
# The Employee Experience



As a business leader or HR manager, you probably already understand the importance of the employee experience. But do you know just how vital it has become to long-term business success?

There are many studies that illustrate its tangible impact on the bottom line. A highly engaged workforce has been shown to [increase profitability by 21%](#), sales by 20% and customer ratings by 10%.

A recent [Salesforce study](#) found that companies can increase revenue growth by up to 50% by focusing on the employee experience.



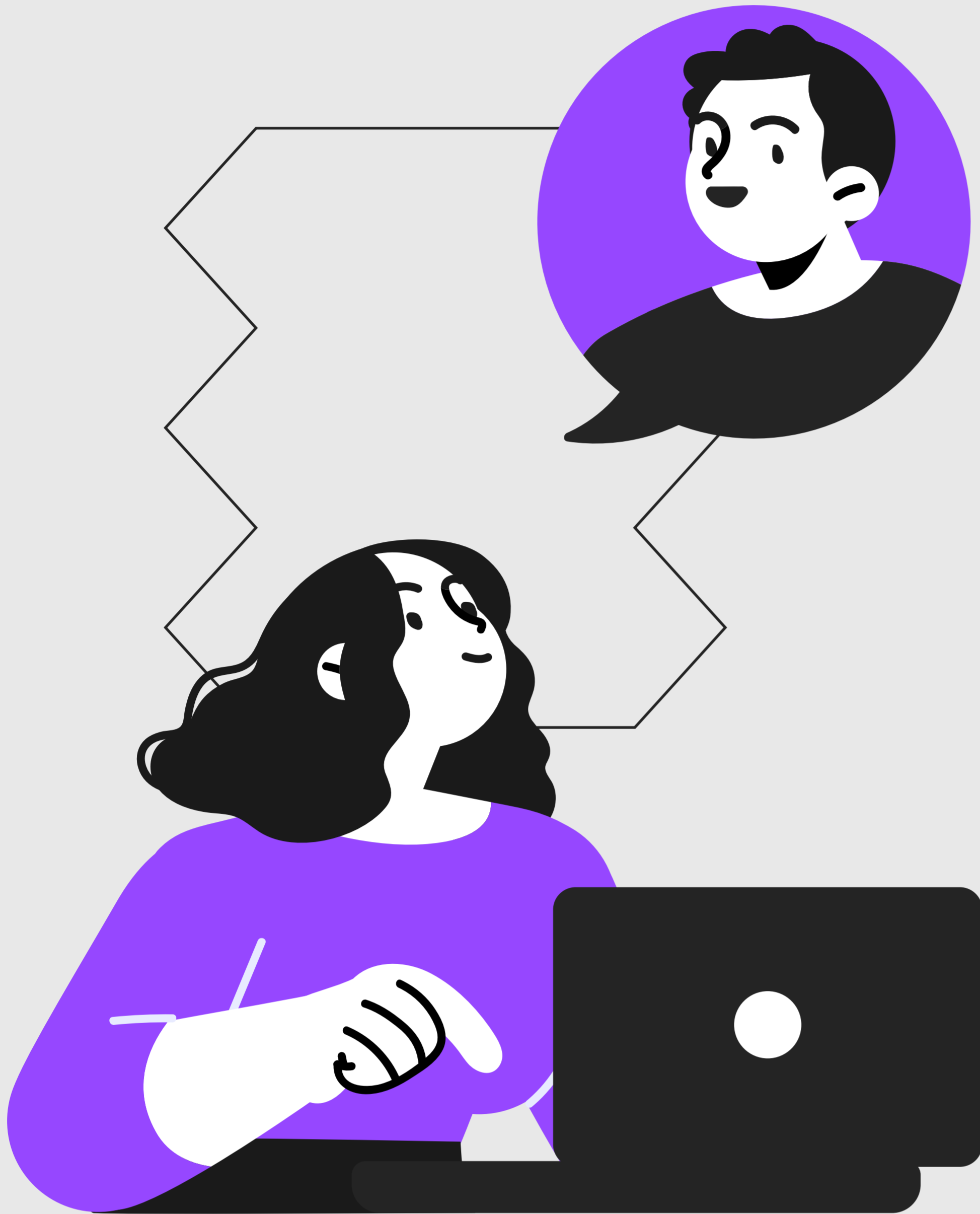
And a world-class employee experience is no longer just about keeping employees happy. It's about creating a culture that differentiates organizations from their competitors and empowers employees to perform at their best.

Simply focusing on salaries and financial compensation is no longer enough. As 'the Great Resignation' has shown—with [56% of professionals](#) in the UAE planning to change jobs in 2022 – employees aren't afraid to leave a company that doesn't meet their expectations around the working environment and their overall experience.

So, how can you get there? The key is to put yourself in your employees' shoes in order to build an employee experience strategy that will keep your people engaged and contribute to the growth of the business.

Here are some of the key questions you should be asking.

# How has the pandemic impacted the employee experience?



Let's get the most obvious point out of the way: the pandemic has changed things. Significantly.

Businesses have had to navigate many twists and turns over the last two years and, with the world slowly returning to some semblance of 'normality', workforces want to know what their employers' long-term employee experience strategy will look like.

The pressure is on, mainly because employees' expectations are higher than ever. They simply won't stand for inadequate tools, siloed working practices, or a work/life imbalance. For example, [75% of employees](#) who currently have a hybrid/remote working arrangement say their expectations for flexible working have increased. If employers can't meet these types of expectations, employees will simply look for one that can. Which, as the remote working boom has shown, could be a company based anywhere in the world.

Covid-19 has also shifted employees' priorities and perspectives. More attention is now on physical and mental wellbeing, rather than financial incentives and superficial perks. Employees are more interested in factors such as enhanced sick leaves, scheduling flexibility and more comprehensive insurance coverage.

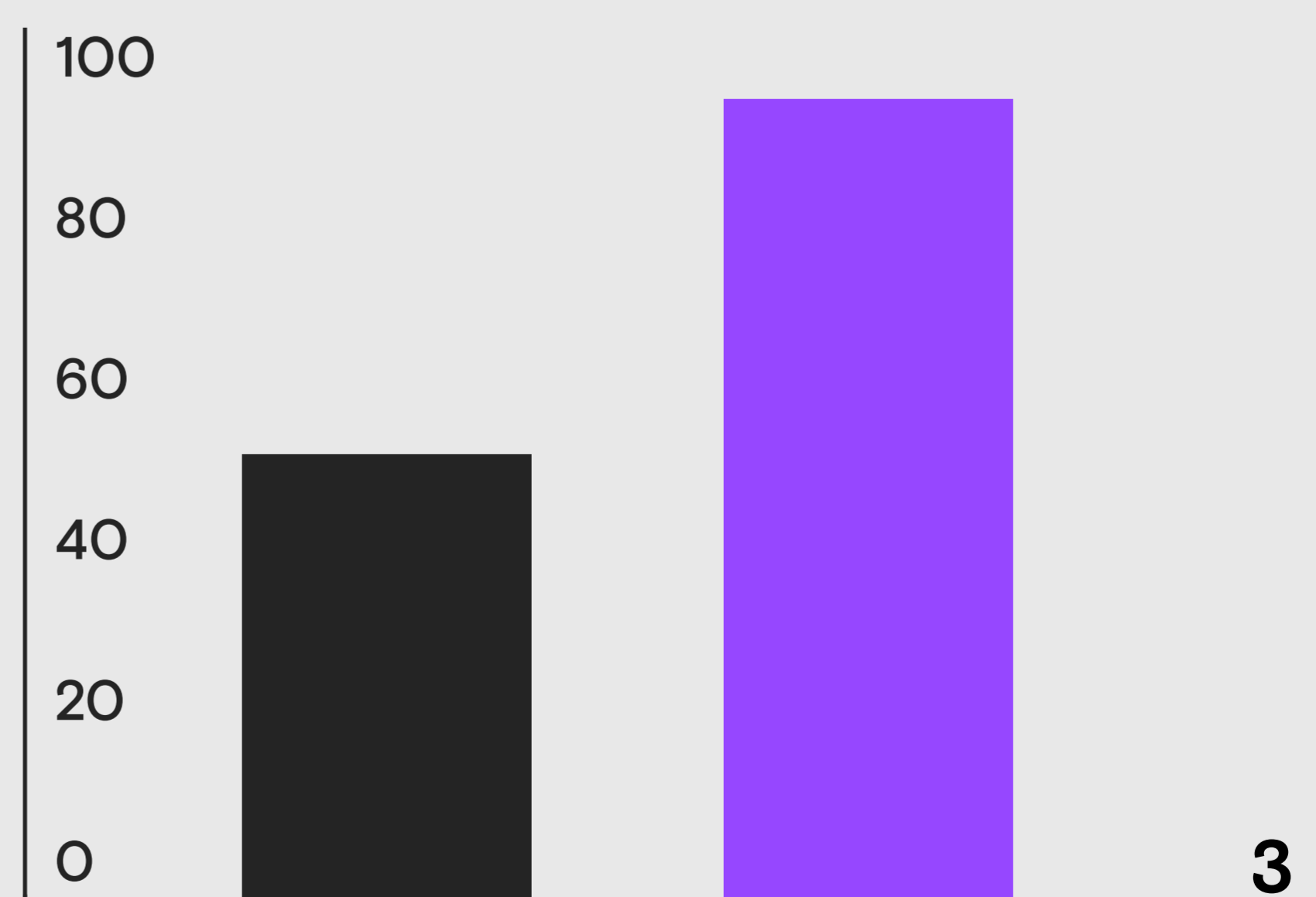
Ultimately, the employee experience has taken on a newfound importance. That's why [92% of organizations](#) are prioritizing EX enhancements over the next three years, compared to just 52% before the pandemic.

## CEO takeaway:

- Focusing on the employee experience has become a necessity for all businesses.
- Be prepared to adapt and update your strategy to remain competitive in a post-pandemic world.

## HR takeaway:

- Employees' demands and expectations around the workplace experience are higher than ever.
- Find out what they are looking for and set your priorities accordingly.



## How can we maintain an exceptional employee experience at scale?



### CEO takeaway:

- Rapid growth doesn't have to mean your culture suffers.
- Putting the right platforms and policies in place early will provide the framework for a scalable employee experience.

### HR takeaway:

- Use technology to communicate key values as teams grow and engage new hires so that they can immediately engage with your company's culture wherever they are based.

Finding ways to maintain a company culture while growing and scaling operations is one of the biggest challenges facing businesses today.

This is particularly true in the current climate where employees are spending less time in the office and more time working remotely - making it harder for them to build relationships with colleagues. The good news is that the employee experience has now shifted to being more reliant on technology and digital solutions.

Businesses must therefore embrace a digital-first mindset. This means choosing the right platforms and partners, as well as transforming the way they engage and manage their people as part of a holistic digital experience that provides meaning and engagement at scale.

It's also important to create policies and processes that help build a consistent and inclusive workplace culture. This could be as simple as establishing values that are clear, easily understood by everyone, and actionable in daily work.

Or facilitating workplace relationships by holding after-work events that focus on employee communication and collaboration. Or providing the platform for continuous growth and improvement by challenging employees, rewarding their achievements, and giving them opportunities to own the work they do.

Ultimately, businesses must make their people want to stay. Establishing the right digital infrastructure, supported by clear policies, can help to foster a positive culture that puts employees at the heart of the work life experience. Most importantly, this will make them want to contribute to the business and help it grow.

# Are my employees empowered to perform to the best of their ability?

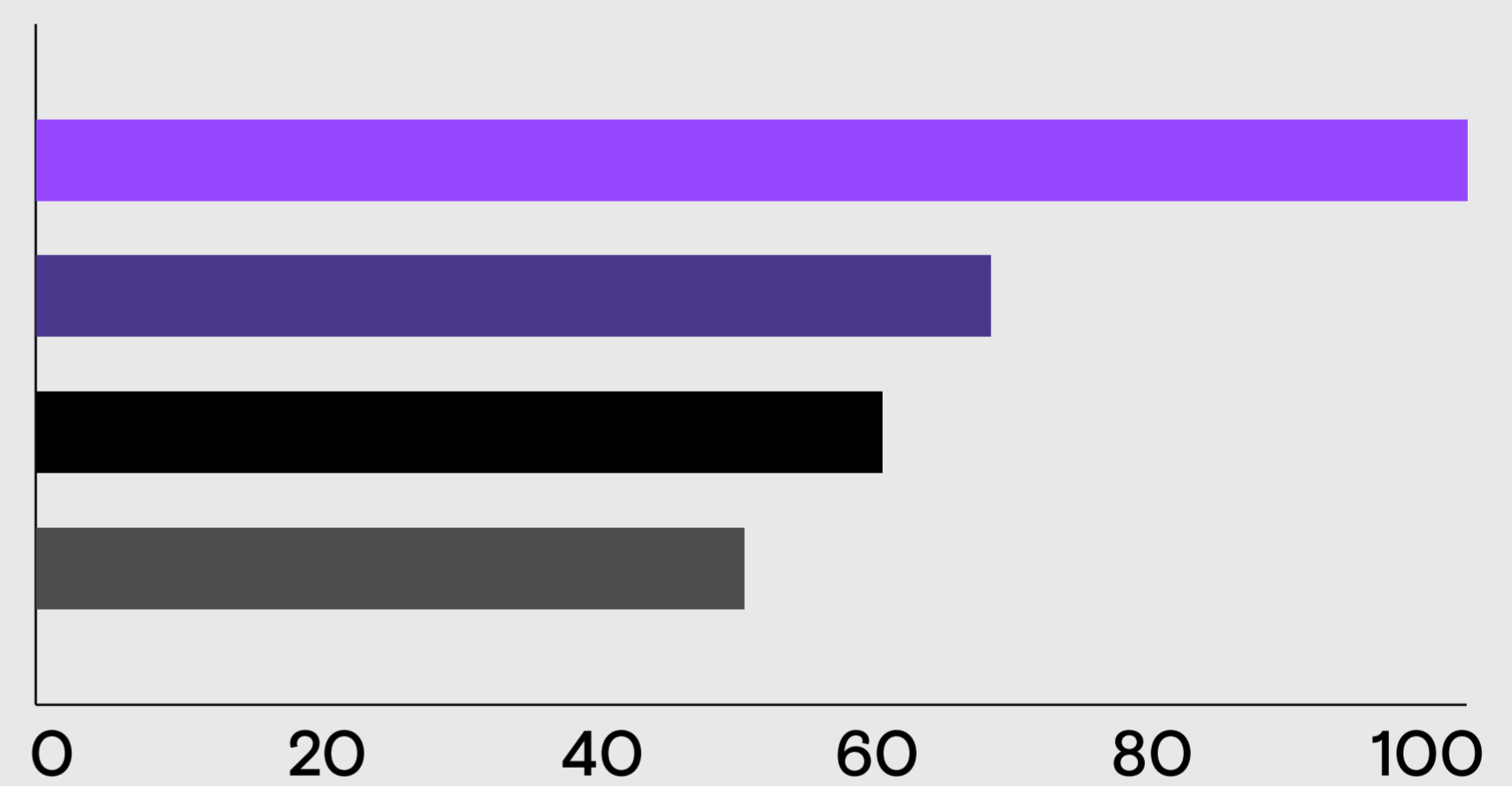


Empowered employees are critical enablers of company strategy and success. And there are two key pillars of enablement. The first relates to work processes and admin. This is where cloud-based platforms come into play, providing the flexibility and autonomy that today's employees are looking for.

Having access to a central app or platform through which employees can request leave, access insurance policies, track reimbursements and manage payslips can completely transform the work life experience, making their lives significantly easier and empowering them to spend more of their time focusing on the job at hand.

And the power of technology extends wider than just admin.

The vast majority (93%) of employees cite up-to-date technology as one of the most important aspects of a workplace, helping them access the information they need (62%), resolve issues quickly (55%) and get work done (46%).



- Don't hold your employees back. Instill a digital-first mindset across the business that gives them access to the platforms and services they need to get the job done



- Focus on meeting the growing level of digital sophistication that employees now expect. This will encourage them to stay long-term and help the business grow.

Give employees the right tools, and they'll quickly raise their game. The second pillar concerns employee wellness. Taking care of employees' physical, mental and financial well being can relieve a huge burden that in turn allows them to perform optimally. From access to online pharmacies, to healthy lifestyle offers and more flexible access to their salary (something which 45% of UAE employees are looking for), ensuring employees are well looked after will empower them to perform at their best.

## Do we have the framework to help our people progress in their careers?



### CEO takeaway:

- Modernize your approach to performance management. Focus on creating an environment that empowers all stakeholders (HR, line managers, and employees) to build successful teams and drive business growth.

### HR takeaway:

- Digitize performance management to streamline processes, uncover the trends that lead to poor performance, and empower employees to grab hold of the growth opportunities available to them.

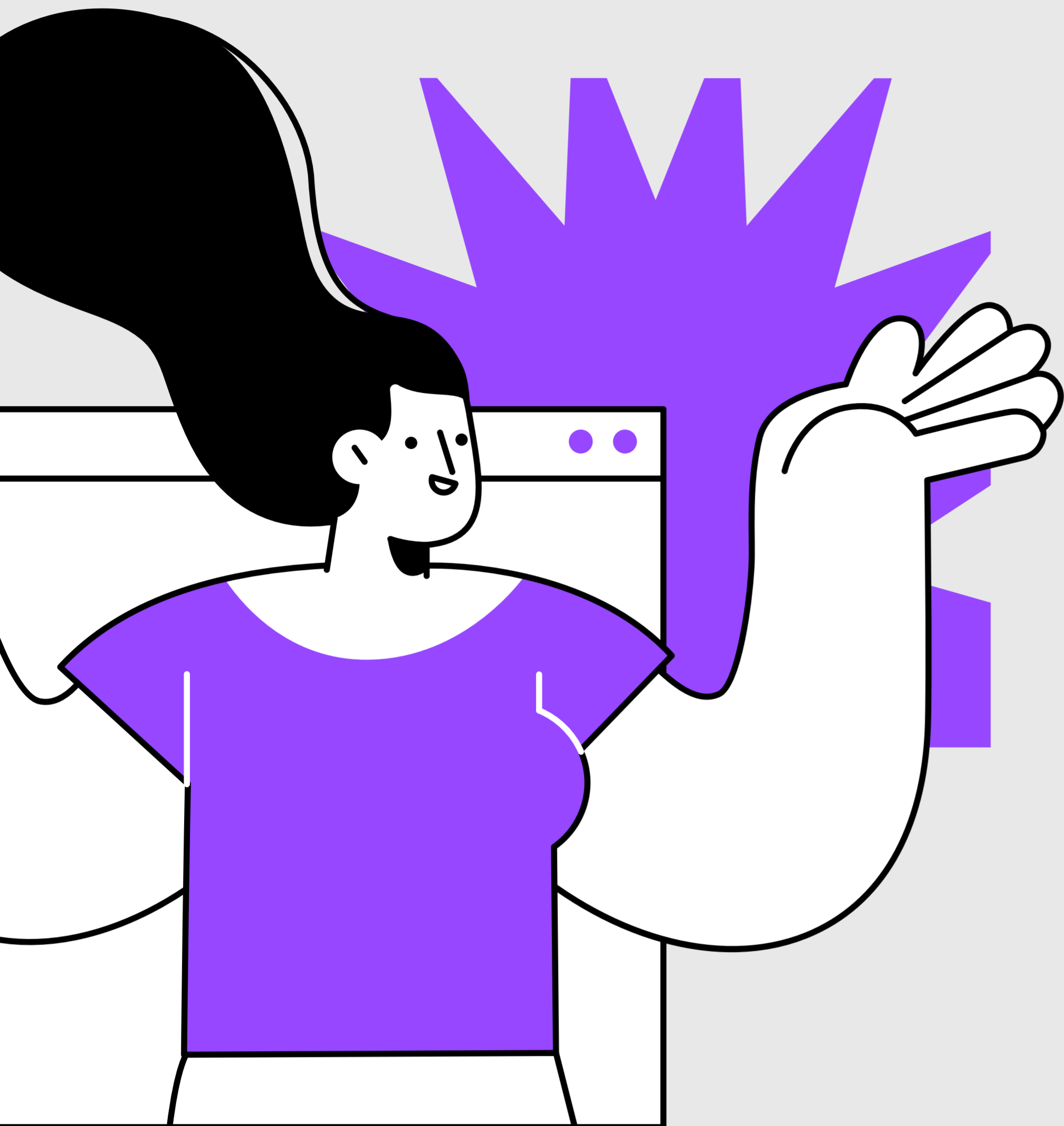
Developing talent has always been key to any successful business. It has a significant effect on employee retention and engagement, as employees that are continuously learning and progressing to fulfill their career goals will be more likely to contribute to long-term business growth.

However, the processes involved in monitoring performance and guiding professional development have evolved in recent years – largely due to [the growing influence of millennials](#) and Gen Zers. For example, millennials want continuous feedback rather than periodic annual appraisals. They want to be supported and empowered by their line managers rather than micro-managed. The other issue is that 72% of UAE businesses either don't have a formal performance management process in place or have yet to digitize it.

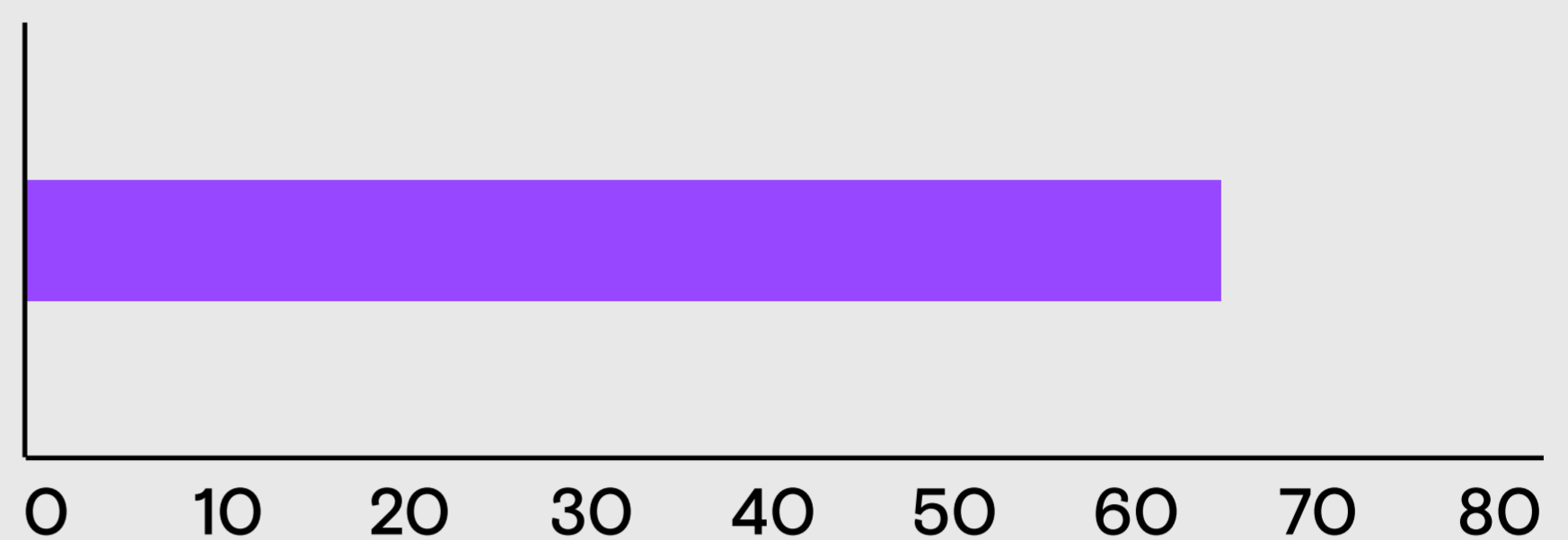
Digital performance management platforms should therefore be implemented to help create a transparent and productive work environment that makes it easy for HR teams, line managers and employees themselves to keep track of progress. Digital workflows provide a level of accountability and accuracy that simply isn't possible to achieve manually, allowing for more effective performance management.

Also, as Gen-Zers and millennials are traditionally resistant to authoritarian environments, adopting a coaching approach that focuses on aligning the employee's objectives with those of the business will be much more effective. Establishing goals and objectives through which employees can see their role in the organization's mission and strategy will improve engagement, while regular feedback and catch ups (all tracked digitally) will help establish a culture of continuous improvement. That's a win-win for employees and the business.

## Are they supported personally as well as professionally?



It's no longer enough just to provide professional support as part of the work life experience. The importance of employee health and well-being has been magnified over the last two years, becoming a critical pillar of EX. This is illustrated by the fact that [63% of organizations](#) acknowledge the need to prioritize employee well-being in order to enhance the employee experience.



Mental health in particular has taken on a newfound importance. A recent study found that [UAE workers are among the most stressed in the world](#), with 34% claiming to have a lack of support. Businesses therefore must invest in the mental health of their workers, which has been proven to reduce burnout and absenteeism while boosting productivity and employee retention.

Happy employees that feel supported mentally as well as physically are more likely to stay long term. The key is for businesses to go deeper with their benefits packages. They must swap superficial perks for meaningful benefits such as online access to professional mental health advisors, curated content libraries, or the ability to book online sessions with licensed therapists. Giving employees access to free consultations anytime, anywhere, will demonstrate a serious commitment to mental health and help employees feel valued.

And it doesn't have to cost the earth. Benefits such as these—along with wider health benefits such as telemedicine services and online fitness groups—are now available to businesses of all sizes through cloud-based platforms. This can provide a cost-effective way of helping employees get the physical and emotional help they need, when they need it.

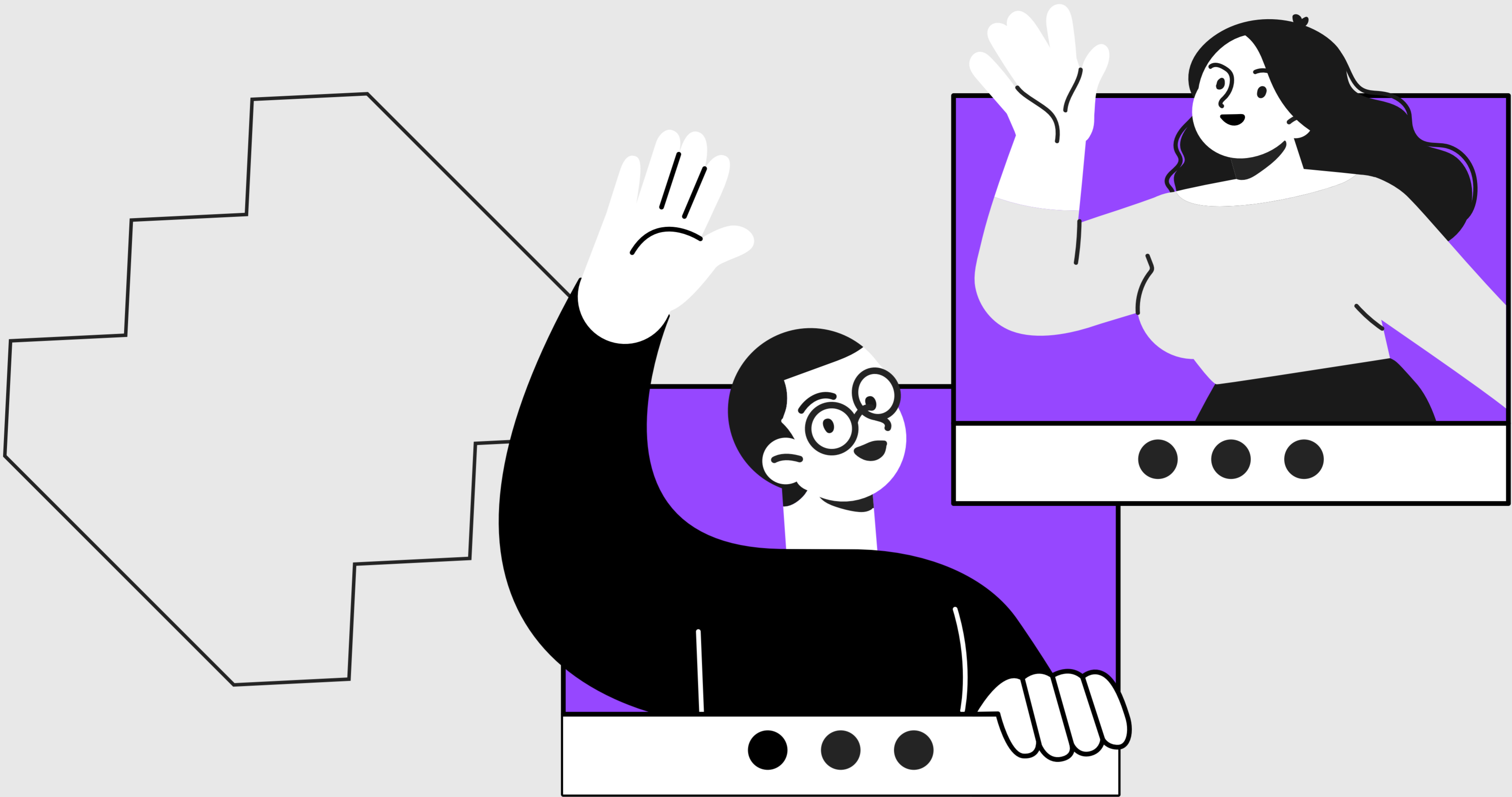
### CEO takeaway:

- Mental and physical health can have a significant impact on employees' productivity.
- Investing in the right infrastructure will pay off in the long run, helping you retain employees and be more attractive to potential hires.

### HR takeaway:

- Put your people's health first. Build an infrastructure that allows employees to reach out to certified personnel whenever they need support and you'll be rewarded with a happy, engaged workforce.

## Don't fall behind



Remember the employee experience is now a core component of business success. [Employers recognise the power](#) of EX to drive engagement (81%), employee well-being (80%), productivity (79%) and overall business performance (78%) – illustrating how it creates value for employees and companies alike

Your competitors are already getting ahead.

Are you ready to start creating world-class employee experiences that will help take your business to the next level?

[GET IN TOUCH](#)

to find out how we can help.



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