



# Where business gets personal

Put the employee experience at the centre of your business to help outperform the competition

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## Employee experience is directly tied to business outcomes

World events and personal experiences over the past few years have changed the way we think about work. First, there was “the great resignation,” then “quiet quitting.” Now, many workers want their employers to permanently support hybrid and remote work arrangements.<sup>1</sup> Businesses are changing too, adopting digital technologies that help them operate more efficiently and deliver a better customer experience.

These changes have left many businesses struggling to reconcile the wants and needs of employees with business objectives. Happily, those same digital technologies provide an immediate solution to the problem: Use digitalisation to improve the employee experience. There are no downsides to the move. Employees can work in the way that’s best for them, which will encourage them to be more loyal, engaged and effective. And you get more value from your technology investments.

## Is your work environment hurting your business?

The first step in delivering a better employee experience is to take a close look at the current work environment:

- How much flexibility do employees have?
- Are their tasks meaningful or menial?
- Do the tools employees use help or hinder their productivity?

All these factors influence job satisfaction and whether employees are motivated to put in effort, collaborate and work towards company goals.

Asking these questions is a business-critical exercise. Some experts estimate that only 10 percent of companies currently provide a great employee experience,<sup>2</sup> which is a major issue as employees increasingly reflect on their careers and employers.<sup>3</sup> In 2022, 40 percent of workers globally said they might leave their jobs.<sup>4</sup>

Research shows that improving the employee experience helps companies slow these trends and outperform the competition. They can do this because:

- Happy employees work harder and get more done<sup>5</sup>
- They’re 40 times more likely to appear on best-of lists, which makes it easier to attract and retain top talent<sup>6</sup>
- They have higher profit and revenue per employee, and significantly lower employee turnover<sup>7,8</sup>

**“In an era of workplace upheaval, companies that create tailored, authentic experiences strengthen employee purpose, ignite energy and elevate organisation-wide performance.”**

McKinsey & Company, September 2022

1. [In Asia, remote work sees strong pushback — but new habits die hard](#). The Japan Times, February 2023.

2. [Organizations That Master Employee Experience Crush The Competition](#). Jacob Morgan, April 2022.

3. [Gartner HR Research Finds Just 25% of Employees Are Confident About Their Career at Their Current Organization](#). Gartner, September 2022.

4. [This country has the highest number of people planning to quit their jobs](#). World Economic Forum, August 2022.

5. [New study shows we work harder when we are happy](#). University of Warwick, November 2022.

6. [Employee Experience Directly Impacts ROI](#). Jacob Morgan, March 2022.

7. [Employee Experience Directly Impacts ROI](#). Jacob Morgan, March 2022.

8. [Organizations That Master Employee Experience Crush The Competition](#). Jacob Morgan, April 2022.

9. [This time it's personal: Shaping the 'new possible' through employee experience](#). McKinsey & Company, September 2022.



## Align your digitalisation strategy with your employee experience goals

Once you've identified the roadblocks to a great employee experience at your organisation, the next step is to align your digitalisation strategy with your improvement goals. To do this, focus on three priorities:

- **Transform network and communications infrastructure.** The right approach to modern, digital enterprise infrastructure empowers employees to work in more agile, efficient and secure ways to drive better business outcomes.
- **Connect people, objects and corporate applications.** In the digital workplace, these connections increase efficiency and accelerate responses. Workflows are automated, the right information gets to the right people and systems at the right time, and employees can securely communicate and collaborate whenever needed, from anywhere.
- **Deliver a personalised and flexible work experience.** When employees feel valued and trusted to do their job in the way that works best for them, they have higher job satisfaction and better health and wellbeing.  
As a result, they more actively engage in achieving business goals, whether they're working in the office or remotely.

These priorities are in line with recommendations from Gartner, which discusses the relationship between technology and talent under three major themes:

- Digital dexterity
- Harmonising the digital employee experience
- The new employment deal

## Take a holistic approach to improving employee experience

Focusing on the three areas described above allows you to create an employee experience strategy that considers people, tools, processes and work environment.

From a human perspective, you can offer employees new freedom, flexibility and opportunities for fulfillment, which helps to attract and retain top talent in a very competitive marketplace. You also have the technologies and tools needed to help employees grow professionally, encourage loyalty and stay competitive in a continually evolving market.

From a technology perspective, corporate connectivity is no longer a restrictive barrier. Instead, connectivity drives productivity, contributes to a positive employee experience, and helps you meet demands for more flexible work arrangements. Employees enjoy the same quality of connectivity no matter where they're working, so they can stay more engaged in their tasks and ward off feelings of isolation that can harm their mental health and ability to deliver on work commitments.

A cohesive and secure digital workplace also reduces complexity and employee stress. Employees have a simplified, agile and automated work environment that makes it much easier to meet fast-changing requirements and challenging customer demands. The work environment is also safer and more secure:

- Technology-driven safety and security solutions protect employees' physical health
- Online communities and resource hubs support their mental wellbeing
- Increased cybersecurity protects employees' personal data, internal communications and shared information





## Tailor your strategy for your industry

With a holistic approach to improving employee experience, every organisation can improve daily operations. Here are just a few examples.

**Schools and universities** can bridge the digital divide to provide more rewarding teaching experiences. Faculty and staff can continue to enhance their skills for 21<sup>st</sup> century education and beyond. They can also collaborate and build communities to share experiences, resources, and other insights that boost their professional knowledge and personal wellbeing.

**Government organisations** can break down the barriers to better collaboration across locations and departments to simplify access to expertise and reduce frustration. They can automate workflows and introduce efficiencies that allow staff to spend more time on citizens' needs. They can also use their employee experience advantages to better compete with the private sector for talent and skills.

In **healthcare**, caregivers have the simplified, efficient and secure communications they need to seamlessly connect and collaborate, even when they're moving through facilities or working at different sites. They have fast, flexible access to professional expertise and support when they need it, and new freedom to spend more time with the people who matter most — their patients.

In the **transportation industry**, drivers in commercial and private vehicles have easy access to real-time information about road, traffic and weather conditions. As a result, they can plan safer, more efficient journeys, and reduce the stress and fear that comes with unexpected delays and dangerous driving conditions.

**Energy and utility companies** can deploy solutions that make the work environment safer and more secure for field workers and operational teams. At the same time, they can adopt efficient collaboration tools that simplify day-to-day work tasks and access to expertise.

### Canberra Hospital increases safety, reduces staff duress in its Adult Mental Health Unit



With smarter, more efficient messaging services, staff at the Australian Capital Territory (ACT) Health facility know whether their smart device is sounding an alarm code they need to respond to without looking at the device. Location services reduce the time spent looking for staff, patients and equipment, and the hospital command center has real-time insight into the status of incident responses.



## Choose infrastructure that enhances the employee experience

When it comes to choosing the technologies that will best help you execute on your employee experience strategy, focus on network and communications infrastructure. This infrastructure is the foundation upon which you run your business, so it plays a pivotal role in helping you achieve your goals.

When evaluating network and communications solutions, look for the following characteristics as they're essential to create a more personalised, engaging and flexible digital workplace.

**Resilient.** Resilient solutions free employees to securely work from anywhere, even during unexpected events and crises, to help ensure business continuity in any circumstances. Look for solutions built with security and always-on availability in mind.

**Simple and open.** Simple and open solutions make work life easier and less frustrating for everyone. Solutions that hide underlying complexity are easy to deploy and manage, and easy to learn and use:

- IT teams can smoothly and efficiently roll out new technologies and applications that improve performance
- Employees can quickly start taking full advantage of solution capabilities with minimal training

**Converged.** When LAN, Wi-Fi, communications and collaboration solutions, applications and devices all work together, employees have an agile digital workplace that lets them seamlessly communicate, collaborate and contribute to business objectives in faster, easier and more effective ways.

**Flexible.** Flexible solutions that let employees collaborate in real time provide the visibility and insights employees need to meet fast-changing business needs and increasing customer demands.

**Automated and autonomous.** Technologies that automate workflows reduce the need for employees to work on mundane and monotonous tasks. No matter what their role in the organisation, every employee has new freedom to focus on more rewarding and valuable tasks they're motivated to put effort into.



### SARP Groupe gives field employees new visibility into issue resolution

With simplified visual communications and remote assistance from staff in the SARP back-office, field teams can resolve difficult issues faster to reduce frustration and improve their sense of accomplishment.





## Partner with experts to simplify your journey

Working with an expert partner helps you make the right decisions at each stage of your journey to a great employee experience. The partner provides deep experience and understanding that helps you:

- Identify the employee experience initiatives best suited to your industry, business needs and employee base
- Evaluate and choose network and communications solutions that enable the employee experience you want to deliver
- Deploy, support and seamlessly evolve network and communications solutions to meet changing employee and business requirements

With the right partner by your side, you can create a flexible, digital workplace that empowers employees to work in more satisfying ways while delivering more value to the business. Teams across the organisation can seamlessly and securely collaborate in real time, from anywhere. And solutions are intuitive, so there's minimal training or learning curve. As a result, technology fades into the background and employees naturally become more involved in their activities.

## Organisations are achieving their employee experience goals

Here are just a few examples of how organisations across industries are making their vision for a great employee experience a reality:



At [Linköping University](#) in Sweden, our network solutions give faculty, staff and students access to consistent, high-quality connectivity everywhere. Resilient and secure connectivity is also available to guests, university partners, building tenants and service providers.



In the region of [Bourgogne-Franche-Comté](#) in France, our cloud communications platform helps more than 1,000 employees quickly and easily collaborate from anywhere so they can remain productive while enjoying enhanced mobility and flexible work locations.



At the [Nevada Department of Transportation](#), our network solutions give drivers real-time insight into the conditions and situation ahead so they can take the safest, most efficient route to their destination.



### **Kreisverwaltung Gernsheim accelerates information-sharing and location-independent collaboration**

"Rainbow has helped us stay operational at all times. We were able to meet the urgent need for digital communications within a few days and support key workflows seamlessly, so they function independently of staff presence on-site."

Ralph Lehr, Department Head



## Learn how we can help you

Alcatel-Lucent Enterprise has a long history of partnering closely with businesses to help them achieve their employee experience goals. We provide everything you need — deep experience, technology solutions, flexible deployment models and expert services — to leverage digitalisation to deliver a better employee experience with measurable business benefits.

To learn how we can help your organisation improve the employee experience, [visit our website](#) or [contact us today](#).

For more insight into how we help you digitalise to achieve your business goals, read our white papers focused on [operational excellence](#) and [customer experience](#).

