



The Rise of the Any Device Employee Experience

How responsive HCM design supports an engaged workforce

48 percent of surveyed employees wish that their workplace technology performed the same way as their personal technology.¹

NEW EMPLOYEE TECHNOLOGY EXPECTATIONS

Modern workers expect the same flexibility and convenience in their professional lives as they have in their personal lives. Sadly, business technologies have historically failed to deliver on this expectation. Organizations then turn to their HR professionals and managers to fill the gap with manual processes. These stop-gap measures typically lead to lackluster employee experience that causes challenges across the employee lifecycle, from recruitment to retention to performance and more.

When organizations began implementing HCM solutions, the main objective was to automate manual tasks and improve efficiency. Less emphasis was put on using HCM technology to improve employee productivity or empower workers. But as the capabilities of technology have evolved, employees' expectations of their workplace systems has shifted dramatically. Being able to deliver well-designed solutions that function on any device like commercial and social apps is essential to engaging your employees.

LEARNING FROM THE SUCCESS OF COMMERCIAL APPS

Employees now expect the same delightful, engaging experiences they have with personal apps from the technology they need to use at work. Delivering a consumer-grade, responsive self-service experience to your employees is a must-have in today's competitive employment environment. With a diverse workforce that includes remote employees, contractors, gig workers, younger workers and more, responsive HCM solutions are accessible, easy to use and device flexible, to meet new technology expectations and let you reach and connect with your workers — whether they're in a traditional office, coffee shop, vehicle, or working on site.

“The problem is that your employees have grown accustomed to having information. They can get answers to anything. If they need to fix something, they can watch a tutorial on YouTube. If they want to know how many kilometers are in a mile, they can Google it (the answer is 1.6, FYI). But what happens when they show up to work each day? Chances are they find themselves in the dark, with little access to the relevant information necessary to enable success.”

John Frehse,
Senior Managing Director, Ankura
Workforce Institute Advisory Board

¹ Coleman Parkes Research (November 2017), 49, sponsored by Kronos.



Giving employees convenient access anytime, anywhere to key processes like benefits enrollment, direct deposit, timesheet submission, and vacation requests allows them the flexibility to make requests and submit important information when it is important, rather than having to wait for access at the office. This is especially valuable when employees don't have computer access at work. For example

- Deskless workers, like those on a manufacturing floor or in retail locations, can seamlessly access pay, benefits, time, performance, and other types of key information right from their personal devices, helping them feel connected to their jobs no matter where they are.
- Hourly employees feel empowered to influence their own schedules through shift swaps, coverage requests, and open shift requests — allowing them to claim options in ways that don't require managers or HR professionals to be middlemen, resulting in fast, smooth approvals of changes.

Managers benefit from actionable, visual displays of key workforce metrics, letting them catch issues and address changes quickly as well as predict workforce trends before they occur. And HR can focus on strategic rather than administrative tasks, aligning with business goals and pushing forward innovative employee programs rather than becoming mired in approvals and paperwork.

"Most employees now use mobile devices to access HR-related information including benefits, time tracking, performance data, training programs, and company news. Instead of insisting employees come to you, you must go to them — offering 100 percent of your content on all types of mobile devices and a variety of HR services via custom company apps. Recruiting websites and your application submission process should be mobile-optimized, offering all necessary functionality and support."

**Alexandra Levit, Business/Workplace Author,
Speaker, Consultant, and Futurist
Workforce Institute Advisory Board**

HOW IMPORTANT IS RESPONSIVE DESIGN?

Responsive design is the standard way to build web pages and browser-based applications that automatically detect screen size and resolution and transform content to provide the optimum viewing experience. This makes it possible to easily navigate the application, no matter which device the user is using — smartphone, tablet, laptop, or desktop. This is especially important for mobile devices, because information has to fit in smaller boxes without breaking or losing any meaning for the end-user.

People take action when you put **information** in formats they want to access.

Just how important is “anywhere, any-device” HCM access to the employee experience? the numbers might surprise you.

- Workers at technology laggard organizations are 450 percent more likely to want to leave than workers at tech leaders.²
- 57 percent of users won’t recommend a business with a poorly designed website on mobile.³
- 64 percent of global consumers claim that their mobile devices make them more productive at work.⁴
- 88 percent of consumers who search for a type of business on a mobile device call or go to that business within 24 hours,⁵ while 8 in 10 stop engaging with content that doesn’t display well on their device.⁶ What does that mean for HR software? People take action when you put information in formats they want to access.
- Manufacturing plants with higher levels of engagement have 75 percent fewer quality defects and 26 percent fewer safety-related workers’ comp claims.⁷ Responsive design boosts engagement by giving deskless workers easy access to HR solutions.

WHAT TO LOOK FOR IN A RESPONSIVE HCM SOLUTION

Having a responsive employee experience is one of the most effective steps you can take to provide the level of flexibility and consumer-grade usability that your employees expect, boosting their engagement while also paving the way for future enhancements. Three key priorities to consider when implementing a responsive employee experience are simplifying and streamlining tasks, empowering employees, and keeping your employee experience unified.

“Student workers are 80 percent of our workforce. They change addresses frequently, causing significant problems getting paychecks processed and delivered efficiently, accurately, and on time. Paychecks were sent to incorrect addresses, employees got paid late, and payroll was forced to issue checks “on-demand.” After implementing employee self-service, address changes are easy and immediate, paychecks are delivered on time, and payroll and HR spend virtually no time on rework.”

**Dennis Miller, Chief Employment Officer
Cal Poly Pomona Foundation
Workforce Institute Advisory Board**

² HRDive, *Outdated workplace tech can hurt retention* (July 2018), found at <https://www.hrdive.com/news/outdated-workplace-tech-can-hurt-retention/526724/>.

³ Sweor, *13-Mind-Blowing Statistics About Responsive Web Design in 2018* (December 2017), found at <https://www.sweor.com/responsivewebdesign>.

⁴ Aruba Networks, *Are You Ready for #GenMobile?*, 7, found at https://www.arubanetworks.com/pdf/solutions/GenMobile_Report.pdf.

⁵ Sweor.

⁶ Ibid.

⁷ SearchHRSoftware, *Why mobile apps are key to engaging deskless workers*, found at <https://searchhrsoftware.techtarget.com/feature/Why-mobile-HR-apps-are-key-to-engaging-deskless-workers>.

By accounting for the varying needs and priorities of the subsets of your employee population you can improve the employee experience and the bottom line.

SIMPLIFY AND STREAMLINE TASKS

Simplifying and streamlining tasks is central to creating a responsive employee experience. Whichever device is being used, it should be easy for employees to find the specific, day-to-day actions they need to complete, and there shouldn't be any confusion about which area of the app does what or how to get there. By intuitively separating tasks, designing clear areas to go to when completing a specific item, and building links between related tasks, you can ensure that users move easily through solutions.

Remember too that different groups need different things. Contractors and gig workers have different needs than traditional employees, as do salaried vs. hourly employees, managers vs. staff, or even part-time vs. full-time workers. A configurable home screen that highlights relevant tasks for users when they log in can increase productivity and make employees feel valued and recognized. By accounting for the varying needs and priorities of the subsets of your employee population you can improve the employee experience and the bottom line.

"Connected, engaging HCM technology empowers HR to orchestrate rich employee experiences and share data and analytics that measure the impact on business objectives as well as identify needed action for continual improvement."

**Alexandra Levit, Business/Workplace Author,
Speaker, Consultant, and Futurist
Workforce Institute Advisory Board**

EMPOWER EMPLOYEES

Responsive experiences aren't just about submitting requests or punching in and out from remote locations. Employees should be able to carry out all tasks on any device, giving them autonomy and making them feel engaged in their work — no matter where they are. This focus on empowering employees should start with the talent acquisition process, allowing applicants the same level of flexibility and convenience to set the stage for how they'll be treated as employees. Here are just a few ways you can create empowerment with a responsive HCM solution:

- **Go beyond tactical.** Mobile functionality shouldn't be limited to just punching or viewing timesheets and schedules. Instead, think about what information your employees want and expect access to anytime, anywhere — things like benefits details, pay stubs, and tax information.
- **Make it flexible.** For shift swaps, coverage requests, benefits enrollment, direct deposit management, and more, give employees the ability to manage their work life and make changes when and where the need arises.
- **Empower responsive managers.** Simplified dashboards and reports that provide drilldowns into specific employees and workflows, notifications for quick reaction to requests, and access to see reports, assign workflows, and leverage checklists all make it easier for managers to respond in a timely fashion. What's more, a responsive framework allows managers to start building a visualization or dashboard on the go from a mobile device and then pick up right where they left off from their desk in the office, streamlining access to key metrics.



Seamless responsive experiences require **the platform that powers them to be a single source** for all data across HR, payroll, and time and attendance.

- **Set applicants up for success.** Integrate a responsive applicant portal into your company website, automate alert workflows and tracking for timely response, provide resume and social media upload options, and tightly integrate with onboarding for quick data transfer upon hire.

KEEP IT UNIFIED

Having a bunch of separate apps and separate systems cannot deliver a consistent employee experience. You need a unified platform for all your HR activities that can translate seamlessly to any device. Seamless responsive experiences require one platform as a single data source across HR, payroll, and time and attendance. Point solutions require multiple apps, multiple logins and manipulation on the back end, which results in confusion, inconsistency and unreliable data that affect user trust and adoption.

In fact, that's what's best of all: A unified platform builds trust with employees and managers because everyone is using the same systems and the same data. When you don't have to reconcile data across multiple databases, you'll know for a fact that the information you're working with is your single source of truth — regardless of which part of the HCM cycle you're working in. This certainty means employees and managers will accept what they see in their mobile experience, rather than second-guessing which parts of the data can be relied on. This is especially true for remote workers who don't come to a central office location every day.

CONCLUSION

The responsive employee experience is an essential part of the technologies that fuel the future of work. Having an HCM platform that's built based on responsive design principles ensures that you can meet the expectations of the modern workforce around ease of use, availability, and transparency.

⁸ Adobe, *Work in Progress* (May 2016), 11, found at <http://fow.adobethinktank.com/Future-of-Work-2016-FINAL.pdf>.

⁹ Ibid at 13.

¹⁰ Forbes, *Meeting Millennial Expectations in These Four Areas of Technology* (June 2018), found at <https://www.forbes.com/sites/forbestechcouncil/2018/06/28/meeting-millennial-expectations-in-these-four-areas-of-technology/#1aaaf10f4ffc>.

HOW TECHNOLOGY CORRELATES WITH EMPLOYEE ENGAGEMENT AND RETENTION



85 percent of employees who feel **their company's technology is ahead of the curve** say they love their jobs⁸



70 percent of employees believe that **technology improves work/life balance**⁹



42 percent of millennials **would leave a company due to substandard technology**¹⁰