India 🇮🇳

inFeedo

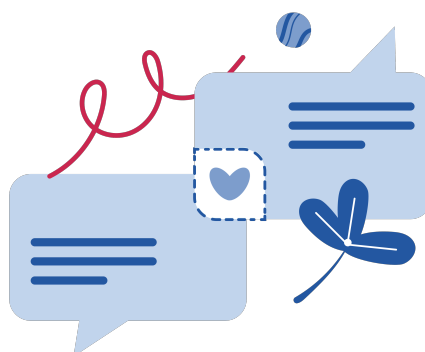# The CXO's Guide To Employee Experience in 2022

Based on responses to *Amber* from 100,000+ employees

CONTENT

From the CEO

It's only April and we've already learned a lot.

We've learned that we, as individuals, may be vulnerable to threats, but also resilient when facing change. Most of us spent a lot of time working at home, which has changed the way we live and helped us become comfortable with the digital world of work. The biggest word of the year is "resilience." We learned how to build a resilient company, a resilient team, and a resilient mind.
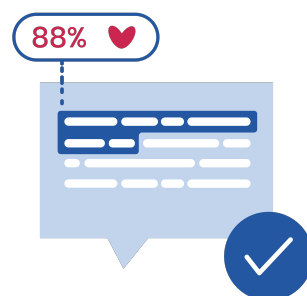
In 2021, Amber, the AI-powered employee experience (EX) bot, spoke to roughly 100,000 employees across India to help leadership find hidden gaps in their culture and bolster great employee experiences, even in the remote world. Amber chatted with employees, analysed sentiments, highlighted those who were unhappy, preempted issues before escalation and proactively helped resolve matters that impacted the business directly.

Amber is the only secure chat-bot in this world that "asks" relevant questions to learn employee sentiment, whereas most bots only "answer" queries. She is also built on the world's 1st domain- specific sentiment analysis engine that fully understands corporate context.

In this report, as we introspect on the data shifts since the pandemic, it's very clear that 2022 will be a transformational time for human resources and its leaders at every level. This is the year of employee experience (EX) and in this report, we'll tell you what you can expect as a CXO.
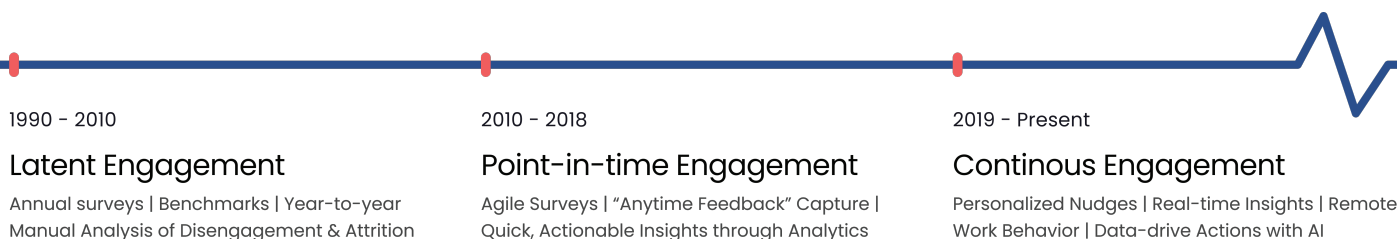
The big question to ask ourselves right now is, how well are we tuned in to our employees and what more can we do.
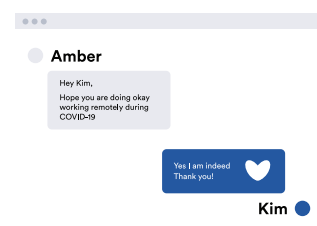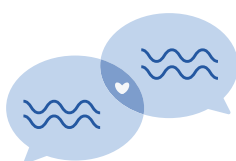
- Tanmaya Jain

The evolution of employee experience

| 1990 - 2010	2010 - 2018	2019 - Present
Latent Engagement	**Point-in-time Engagement**	**Continous Engagement**
Annual surveys	Benchmarks	Year-to-year Manual Analysis of Disengagement & Attrition	Agile Surveys	"Anytime Feedback" Capture	Quick, Actionable Insights through Analytics	Personalized Nudges	Real-time Insights	Remote Work Behavior	Data-drive Actions with AI

Long before the term 'employee experience' made its way into research journals in the early 1990s, HR personnels were concerned with employee satisfaction. However, it was soon realized that employee satisfaction failed to capture other nuanced aspects of employee experiences. This disconnect led to employees feeling disengaged, demotivated and disenfranchised.

- Between 1900s and 2010, all that existed were annual surveys, year-to-year manual analysis of disengagement and attrition -- all of which would take months and the insights derived were almost never actioned. Then, employee engagement crossed over into business spheres, with analytics companies like Gallup creating dedicated 12-14 question surveys. Census surveys soon followed, from the likes of Aon Hewitt, sending extensive question sets (50-100!) every year.

- Technological disruptions starting from the early 2000s introduced companies like Survey Monkey who offered free tools.

Amber

Hey Kim,
Hope you are doing okay working remotely during COVID-19

Yes I am indeed Thank you!

Kim

- Slowly, publications like Harvard Business Review, Forbes, and People Matters began to champion the need for better employee experiences, of which engagement is a small part.

- 2016 onwards, Amber has helped enterprises customize, capture and foster impeccable employee experience through personalized nudges, real-time pulse, remote work support and data-driven actionable insights with AI.

In 2022, CXOs need a cross-functional EX team that looks at employee segments, employee journeys, and the role of service delivery centers responding to employee problems and needs. While EX started as a design thinking exercise, it now goes well beyond HR-related moments that matter. Comprehensive employee experience requires thinking about every experience in a workday and includes handling all types of employee feedback and developing a strategy for "signal to action".
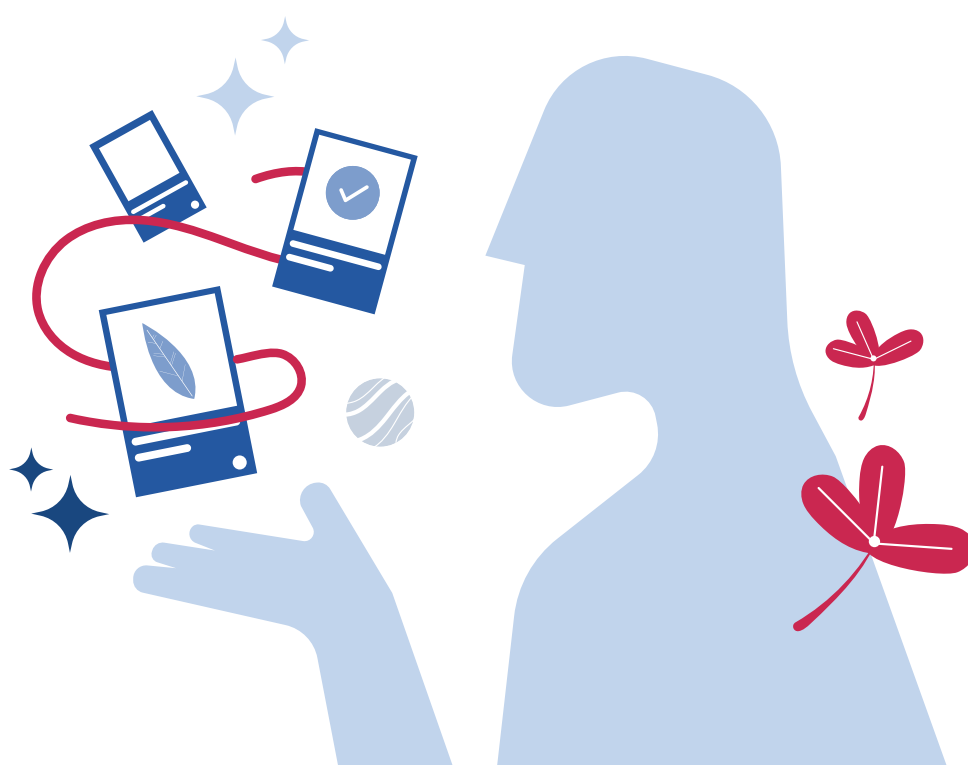
Employee well-being, first and foremost

When we hear the term 'workplace wellbeing', what comes to mind is usually employer-sponsored health screenings; smoking cessation or weight loss programs; classes on fitness and stress reduction; and perks such as free massages, gift cards, prizes, or wearable devices.

Workplace wellness now represents a sizable and growing market worth $40.7 billion globally. Still, today's workplace wellness programs only cover less than 9 percent of the global workforce – primarily those who live in industrialized countries or work for large, multinational firms. Here are a few glaring issues with the current state of affairs:

- Among the workers who do have access to workplace wellness programs, participation has been tepid.

- Program impacts are not well-understood, mostly undocumented, and often met with rising skepticism and media attacks.

- Most programs are run by human resource departments to help employees "fix" existing problems such as poor health, unhealthy habits, and stress.

Employee health and well-being had not been a priority in most organizations, but thankfully that COVID-19 (especially the second wave) has changed that. And in case you're not sure where to start, Amber can help.

The shift in the Indian workplace

Starting March 2020, companies in India have had to redefine their policies to create a hybrid workplace for their employees, who had been otherwise accustomed to physical proximity, face-to-face conversations, and in-office camaraderie.

To understand the impact of the colossal shift on employees' wellbeing and support them through this time, Amber, the predictive people analytics AI bot, interacted directly and discreetly with working professionals across 451 locations across India-- from Delhi, Mumbai and Bangalore to Ajmer, Alappuzha, Bhiwandi, Faizabad, Kangra, and Zirakpur.

Amber asked employees to answer a few Likert scale survey questions such as these:

1. Are you receiving regular communication from the organization on areas that impact you and your work?

2. Do you feel you can count on your team to support you when needed?

3. Is your work as good as you expect it to be?

4. Do you find it is easy to collaborate with different teams to get work done?

5. Do you receive sufficient guidance from your manager to do your job well?

6. Looking back at your career growth in the organization so far, do you see yourself growing further?

7. Do you have clarity on your goals and role expectations?

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Compared to binary questions, which give you only two answer options, Likert-type questions capture more granular feedback about whether your product was just "good enough" or (hopefully) "excellent." For example, Likert questions can help you decide whether a recent company Townhall left employees feeling "very satisfied," "somewhat dissatisfied," or maybe just neutral.

This method lets us uncover degrees of opinion that could make a real difference in understanding the workplace culture feedback and determining areas of improvement.

In this report, we analyze the responses Amber received to derive insights and predict trends on the state of employee engagement, workplace productivity and motivation, and mental health in India, 2021-22.
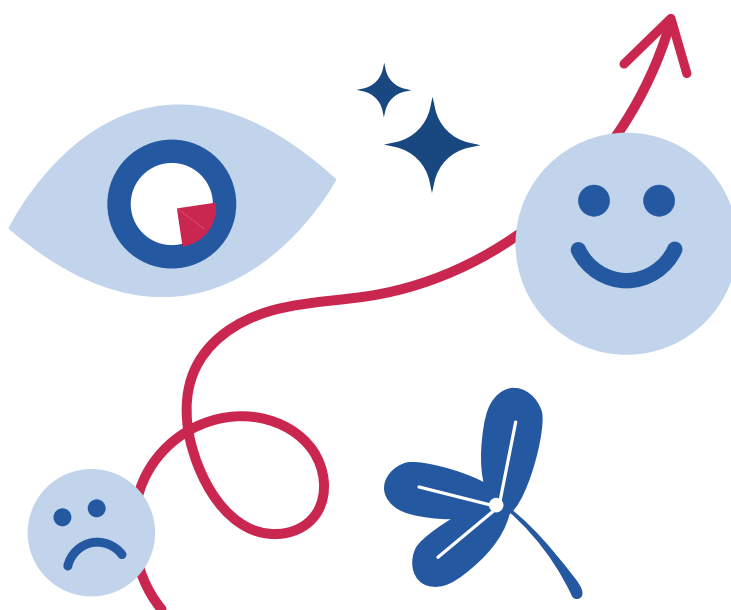
# Businesses halted, but employee engagement didn't
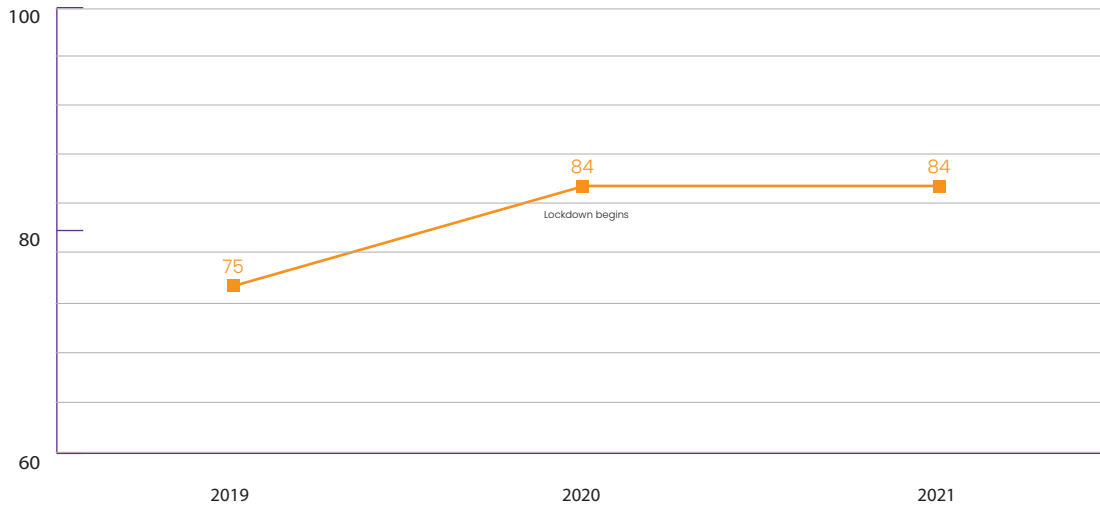
Employee Engagement trend over the course of 2019-2021

While tracking employee engagement across India, we noted an upward trend in employee satisfaction. This means employees reached out as they struggled to navigate new challenges and leaders listened.

The flexible working environment that came with COVID-19 changed our understanding of work-life-balance. While working from home allowed employees to attend to personal needs on the side (e.g. taking care of children, elderly and pets and errands), lines between work and non-work began to blur quickly. This served as a reminder to managers that there are a number of non-work related factors that can affect an employee's mindset and therefore their engagement. For good or for bad, Amber saw higher engagement through the pandemic and it has continued
to grow.

While employees have proven the ability to maintain balance between work and personal needs, in the post-COVID period, management must not forget the importance of constantly creating a positive work environment and making sure that work fits into their employees' lives and not the other way around.

The most unexpected industries are leading EX
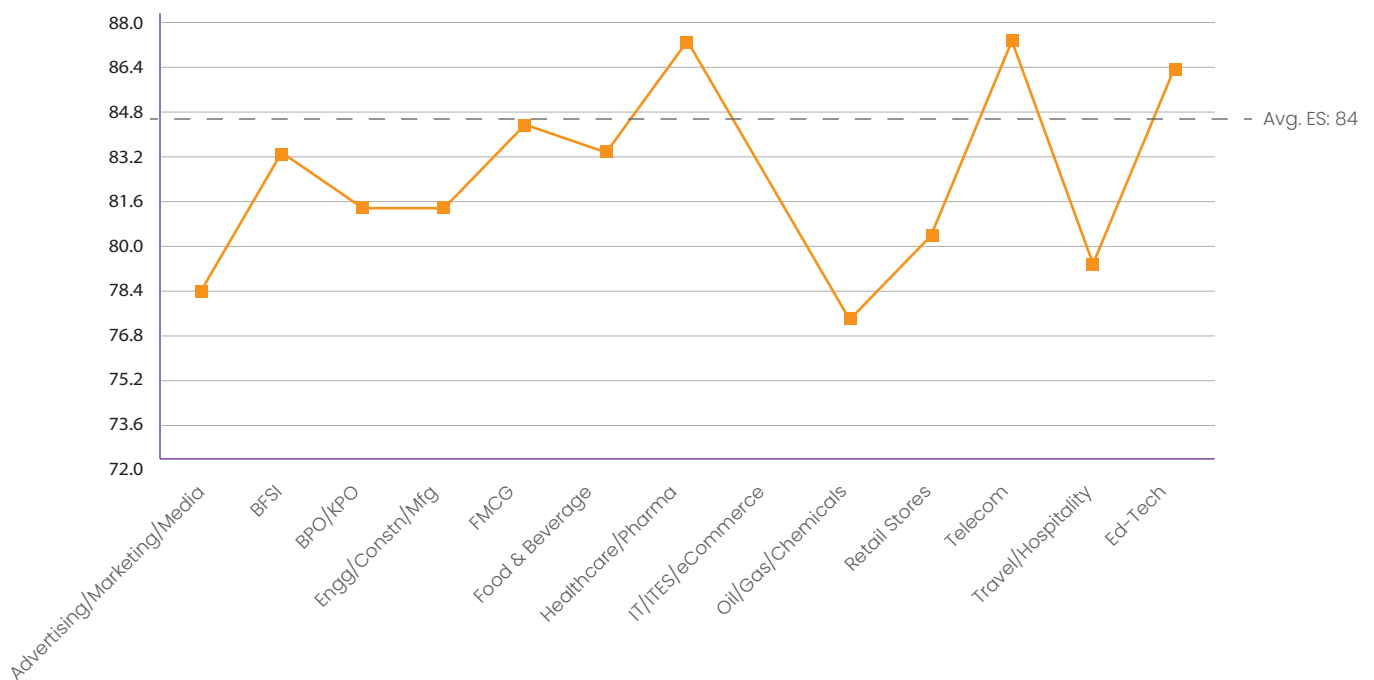
Engagement trend across different industries for the span of 2020-2021

All industries are not created equal, or so we tend to assume. Some are thought to be prestigious, others extremely lucrative, and there are always a couple perceived as personally fulfilling. But does any of this make these industry employees happy? inFeedo was in a unique position to answer this question due to direct access to 300,000 employees globally. And the results from wading through data were startling! Upon ranking industries for overall satisfaction, it turns out all of our stereotypes and biases were flat-out wrong. Healthcare and pharmaceuticals, ed-tech and telecom have some of the highest employee satisfaction scores, while travel and hospitality, oil, gas and chemicals and marketing and multimedia industries can do better.

There is a difference in experiences between genders

#3
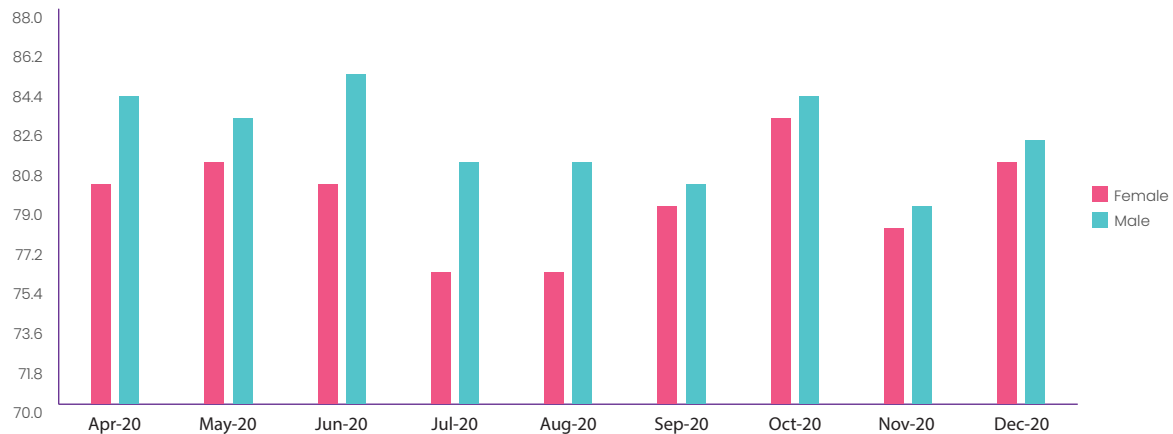
Gender and Morale Score: First Wave

As per Amber's data, despite increased publicity and discourse surrounding the gender gap at the workplace, there remains a tremendous amount of work to be done. These gaps, unfortunately, were magnified by the pandemic. For example, across the world, a billion schoolchildren were learning from home at some point during the year, adding an average increase of five hours to a woman's "work day." A lot of enterprises pre-empted the challenge and introduced measures such as shorter work weeks, flexible working hours, and total official communication ban after working hours.

But in the longer term, CXOs have to make sure it doesn't turn into a permanent scar on the face of the labor market and identify how the world progressed towards gender equality in the past.
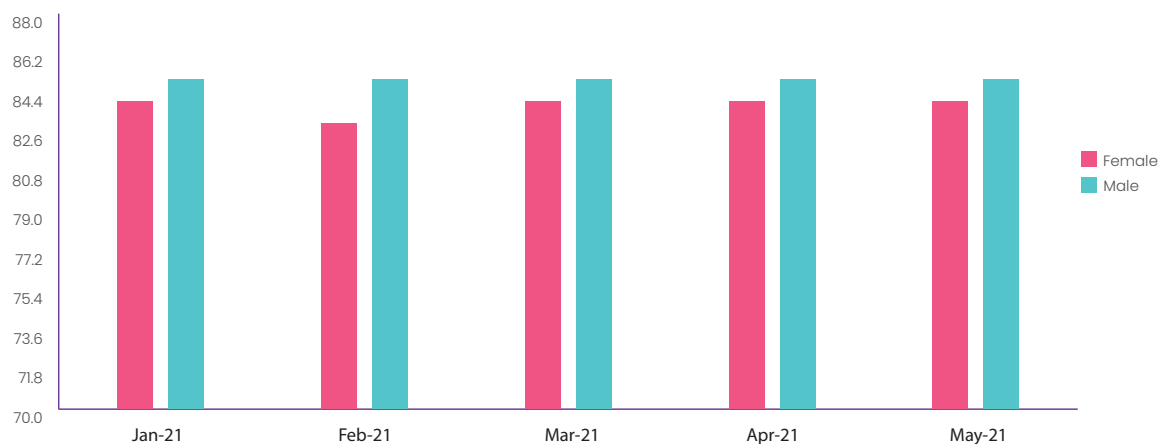

Engagement trend across gender during COVID's second wave

Asking the right question at right time sets EX winners apart from EX laggards

Our data shows that ~100,000 employees across India believe that their conversations with Amber has helped them in relaying their feedback to the organization; ergo, they feel heard and valued. We have personally seen this work. Amber starts by connecting with employees to ask the right questions based on inFeedo's research-backed EX framework at specific milestones in their tenure. She kills survey fatigue with empathetic conversations. Analyzes sentiment and shares insights regularly with leaders to act on. Lastly, equip HR with data to proactively drive focussed interventions to resolve employee concerns, prevent exits, and improve organizational culture.
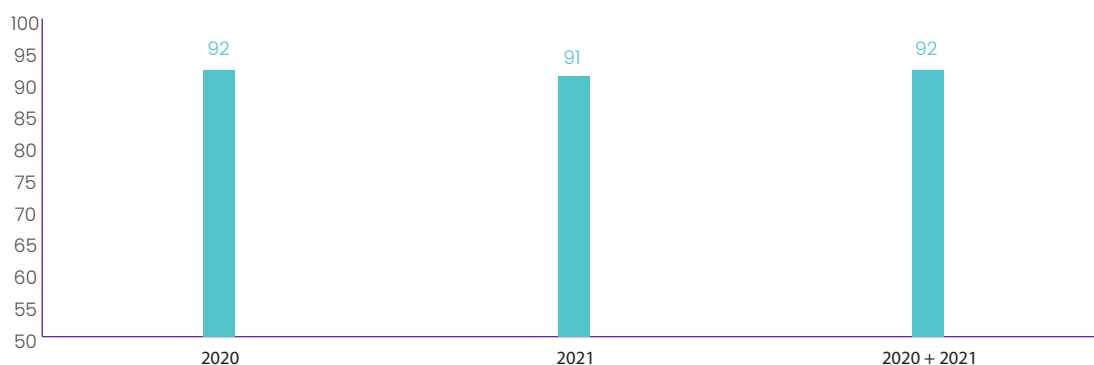
Amber's evaluation over the course of pandemic in helping employees raise their concerns
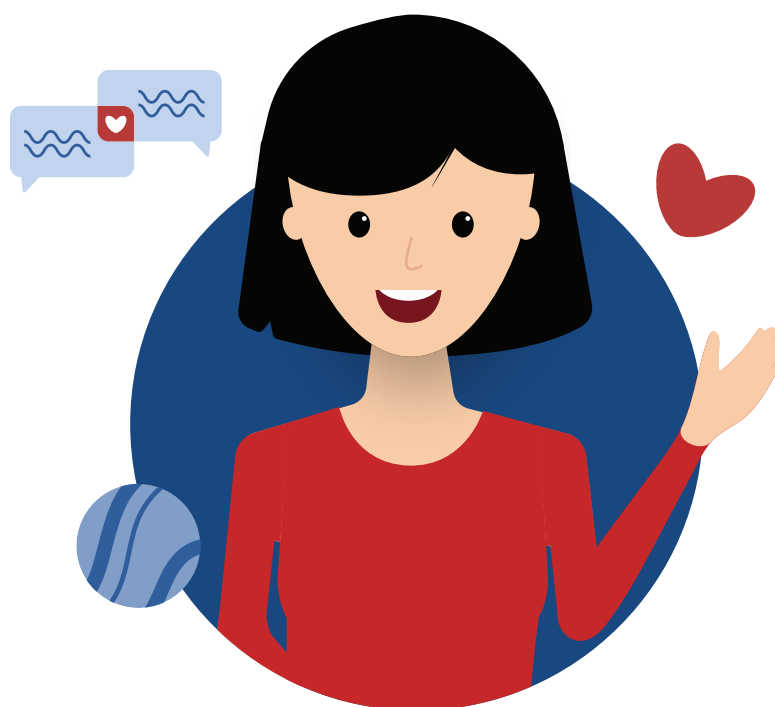
Amber can:

- Contextualize deep dive conversations with real-time pulse insights to gain a rich understanding of employee experience.

- Share learnings and metrics with people leaders so everyone can be fully informed at every moment.

- Observe how new initiatives and changes impact the employee experience in real-time so businesses can course-correct or double-down.

- Highlight employees who need special attention and nudge leaders to take action.

- Speak multiple languages including Malay, Indonesian, French and English.

Amber speaks to over 300,000 employees around the world across brands like Tata Group, GE Healthcare, Lenovo, Airtel, AXA, ITC, and OYO. If you'd like a free demo of what Amber can do for your organization, click here.

#3 Asking the right question at right time sets EX winners apart from EX laggards

Quick Takeaways

As a CXO, right now we bet your foremost concern is employee well-being. The good news is, working in positive, supportive environments automatically improves employee wellness.

Research in the United States found that people who are engaged at work report better health and lower rates of chronic disease than disengaged workers, and they also eat healthier, exercise more frequently, and eat more fruits and vegetables.

Extensive analysis of the data from Amber has also corroborated the aforementioned. Our customers with highly- effective strategies for employee experience see lower attrition and disengagement, higher productivity and better health. The pandemic has caused many fluctuations at the workplace, giving rise to new problems, but it has also increased employees' trust and loyalty towards the brands that show genuine support and care.

More importantly, it has become abundantly clear that high-skilled workers gravitate toward companies that demonstrate a vision for maximizing the quality of the employee experience over time-- which, in turn, has a significant and positive impact on a company's bottom-line and top-line performance.

This is where CHROs and other HR leaders can make a decisive difference in the future of their organizations and prepare better for whatever "unprecedented changes" lie ahead.

Want to take the first step towards building an impeccable employee experience? Click here to meet Amber.

Would you like to join the league?

Sign up

*for a free demo here
and witness Amber in action.*