# Don't Just Mind The Employee Experience Gap — Close It

EXCELLENT
EMPLOYEE
EXPERIENCE DRIVES
EMPLOYEE AND
BUSINESS GAINS

Organizations with more advanced EX practices see nearly twice the return on their investments.

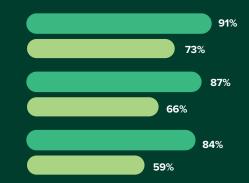
## Satisfied employees are hard-working, loyal company advocates\*:

Highly satisfied employees
 Unsatisfied employees

"I don't mind putting in the extra hours if it will help my team/the company"

"I plan to stay at my company for the foreseeable future"

"I regularly recommend my company to those looking for jobs"



# EX GROWS IN IMPORTANCE WHILE EMPLOYEES RAISE ALARMS

But while EX becomes more critical for business success, employees are skeptical of any real progress. Within two years:



**78%** of HR managers believe EX will become one of the most important factors impacting their ability to deliver on key business objectives

### **BUT**

Only 15% of employees expect excellent EX from their companies\*

#### ORGANIZATIONS DEPRIORITIZE EMPLOYEE NEEDS

HR and employees are fundamentally misaligned on what drives good EX. Why?

Only **9**% of HR managers say employee needs are their #1 priority when setting EX strategy.



#### **ACT NOW TO SEE GAINS**

Organizations must close this gap by:



Instituting effective **listening** programs to understand employee sentiment and needs



Cultivating and sustaining a **positive** culture



Improving learning and coaching technology and processes



Considering usability, mobility, and accessibility when selecting employee **technology** 

Base: 900 global HR decision-makers

\*Base: 900 full-time employees at global companies

Source: A commissioned study conducted by Forrester Consulting on behalf of SAP SuccessFactors, Qualtrics, and EY, July 2020

