



HR Teknologi

Praktiske erfaringer med "employee experience"

Ulrik Christensen, May 2020





En webinar serie af digitale indspark



VELKOMMEN

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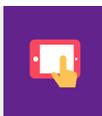
FORSKELLIGE
emner

SKIFTENDE
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20 + 10
minutter



Lidt praktik inden start



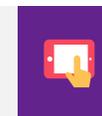
Har du spørgsmål

kan du stille dem i chat-funktionen, og de vil blive besvaret efter 'talk'en'



Vil du gerne gense slides

bliver denne DevoTalk optaget og gjort tilgængelig på sitet devotalks.dk



Generer "video-vinduet"

af dagens taler i fht. at se slides, kan du selv drag'n'drop'e vinduet til et passende sted

**Employee Experience is key,
but how do I approach it ?**

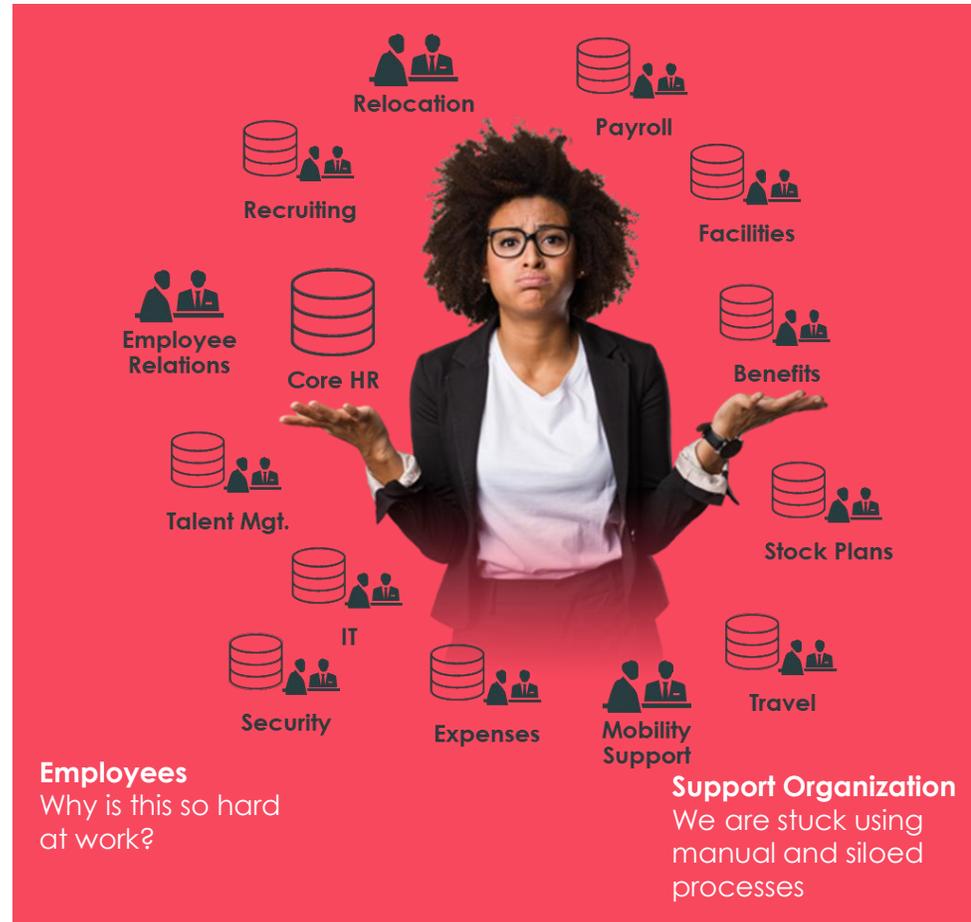
We look at some practical examples:

- *employee journey mapping***
- *personas and continuous user testing***



Employee Experience is considered key from an HR strategy perspective

Most organizations experience problems providing employees with the same user experience quality, they have come to expect from technology in their everyday lives



“I’ve talked with multiple CHROs who have spent many millions of dollars on replacement core HCM systems, only to find out that the employee experience fell short and required a new layer of software on top.”

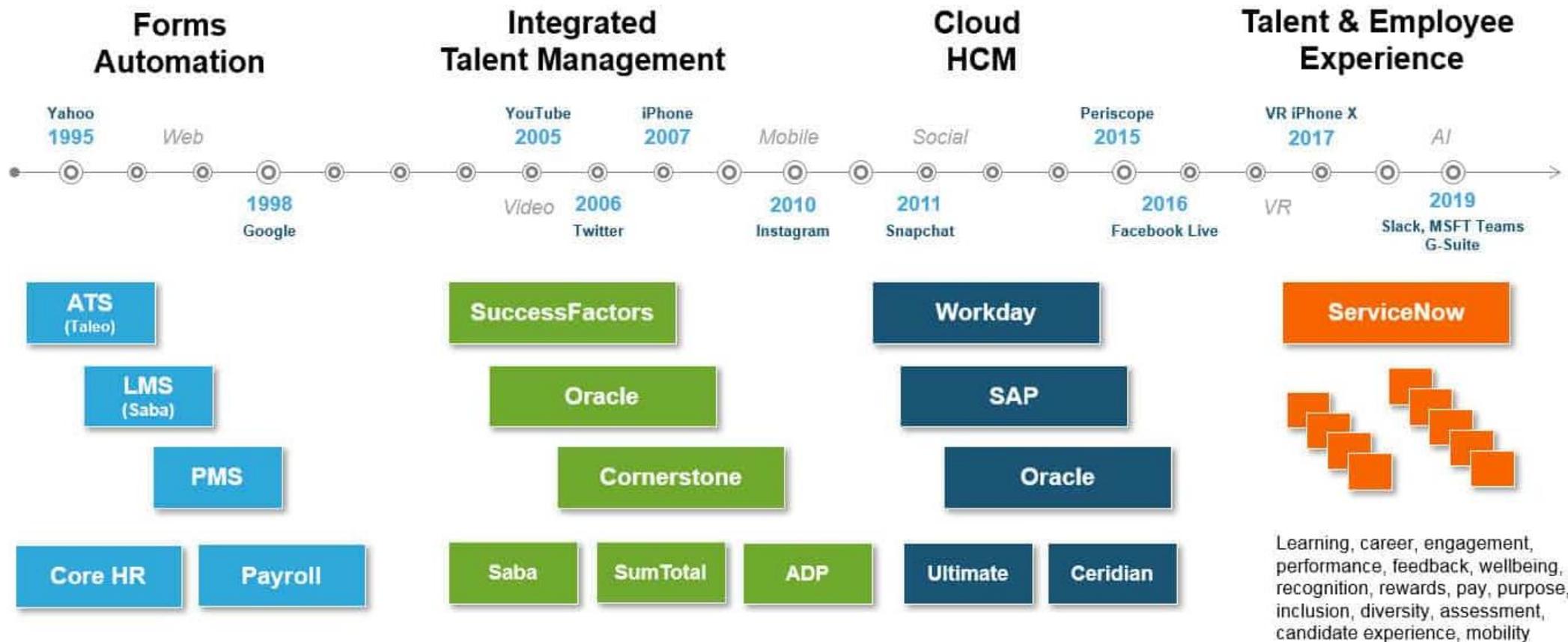


Josh Bersin

HR & IT Industry Analyst
HR Technology Market, 2019

Most ambitious HR transformation projects, and leading HR technology providers, have increased Employee Experience as an explicit objective

A good indication is that organizations increasingly add employee experience platforms, such as ServiceNow, to their HRIT landscape, to be able to sufficiently enable the business



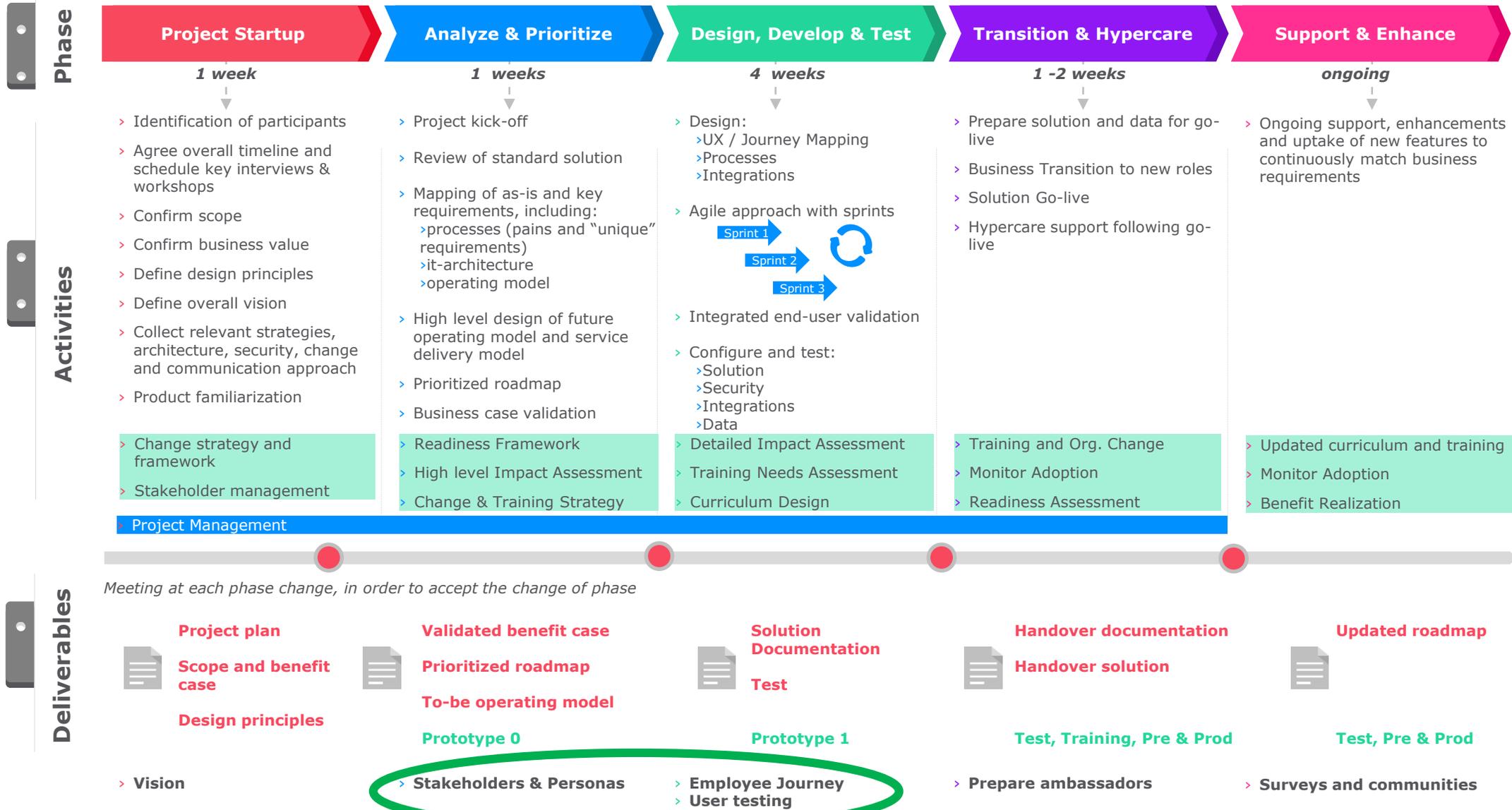
The Evolution of Talent Systems

"From Talent Management to Talent Experience"; Josh Bersin, 2019



Employee Experience focus is integrated throughout the project model

Typical agile implementation approach for cloud-based HCM-solutions



Stakeholders & Personas

Simple *personas* help document detailed requirements, and allows you to efficiently and consistently ensure design considers diverse requirements

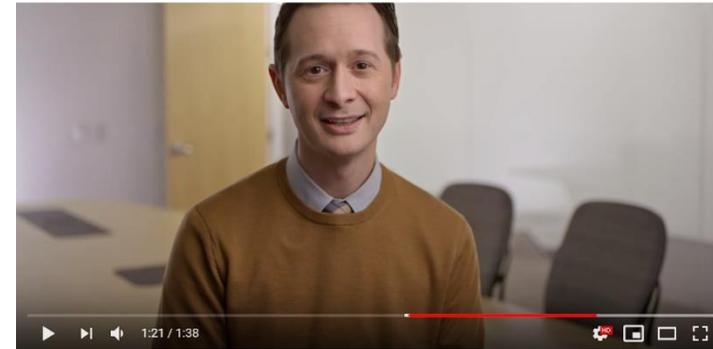
Photo	Profile summary		
	Key professional requirements	Digital competencies	Interaction preferences
	Specific HR process requirements		Known issues and "delights"
Name Role Age Location Languages Other			

Does your solution have a personality ?

A well-defined system-persona is critical for a continual and trustworthy user experience. This applies across the solution, including communication style on portal and in notifications, and also key for interaction design.

When designing a chatbot-persona, consider:

- The persona is a design-tool to help writing dialogue and conversations.
- What will this persona answer, in this situation?
- Be aware about the user's expectations for the chatbot, consider the chatbots area of expertise.
- The personas job is not to trick the users into believing that they are talking to a live agent.



Can artificial intelligence make your work life better today?

ServiceNow design of AI persona
<https://www.youtube.com/watch?v=PW8ZAu8xubA>



Chatbot Admin

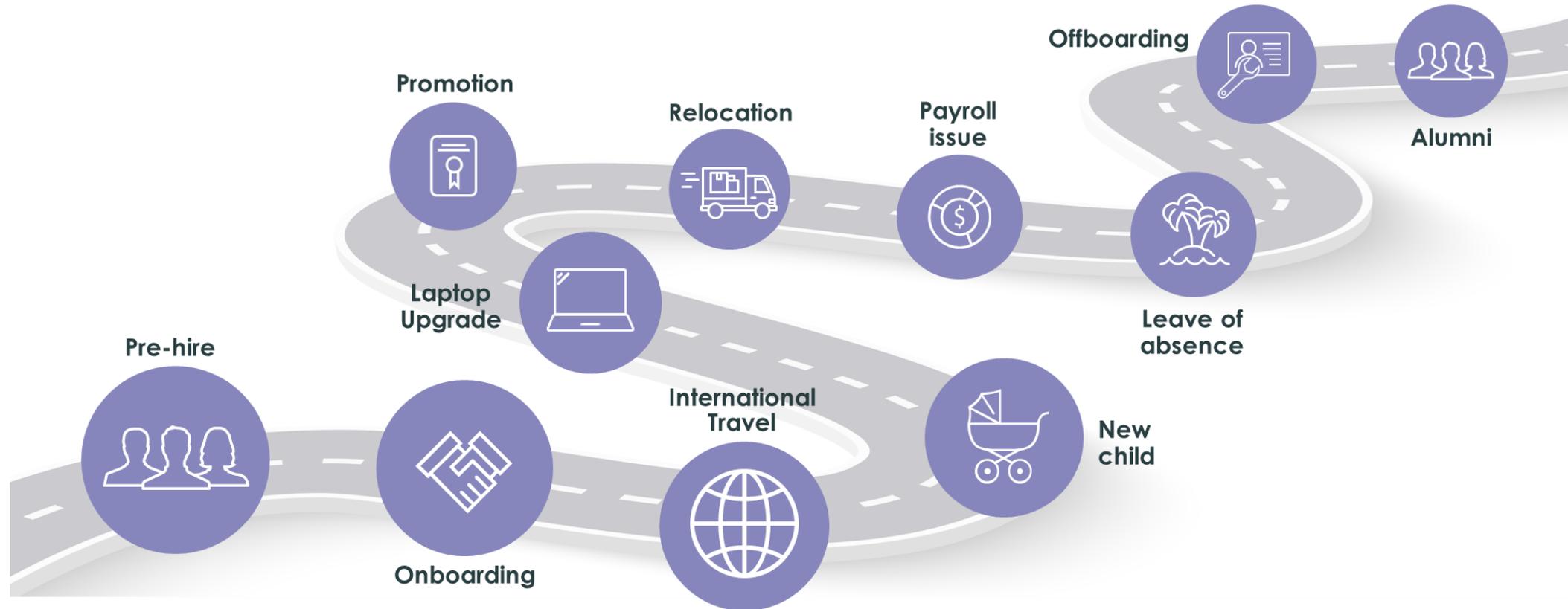
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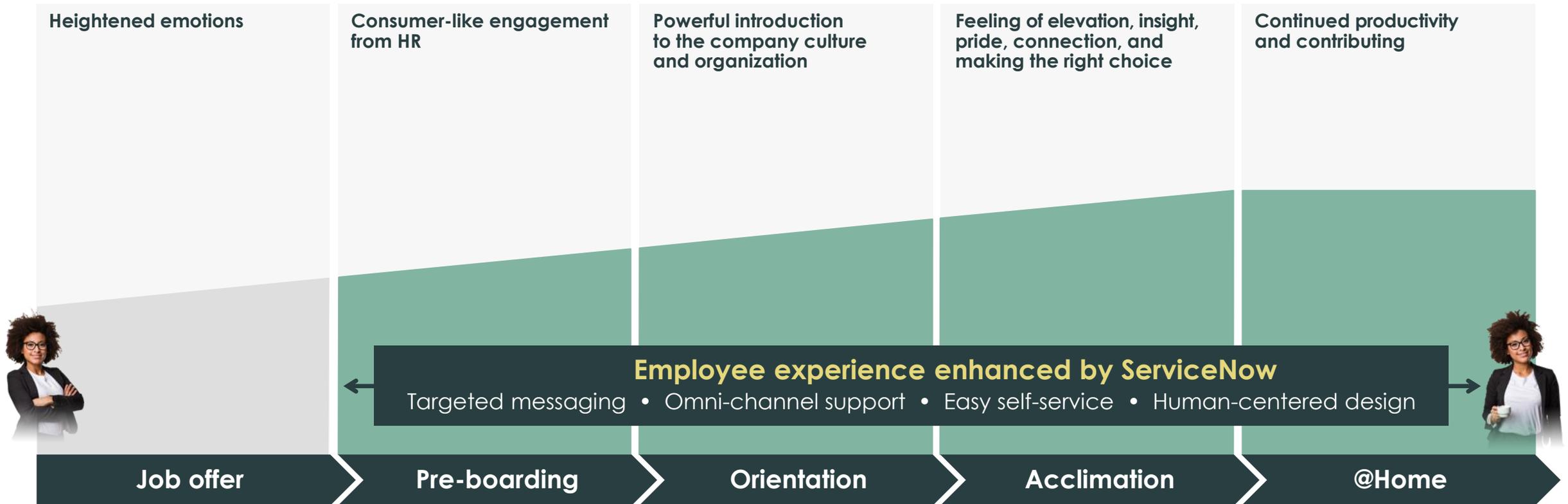
Employee Journey Mapping

Employee Journey mapping typically start with a few prioritized "end to end" processes. The optimal areas are processes that are "moments that matter" for the employees and important for the business.



Mapping the onboarding journey

An example of a high-level journey map, as the starting point for a workshop



Continuous user testing allows efficient agile design and development, and helps ensure solution meets the requirements of “the real” users

- Perform validation test with “real” end users – even a small sample typically helps identify valuable opportunities
- Choose users to represent relevant variety in the end user population
- A good simple approach is the “thinking aloud”-testing-approach based on scenarios (*this should be planned and managed by experienced user experience resources*).
- Each scenarios will be a description of a situation – e.g. “I wish to reserve vacation from August 4-12”. During the test, scenarios are presented to the testers, and the testers explain their thoughts and actions as they move through the scenarios
- Allow the test users themselves to find out, how to interact with the chatbot – this would allow you to find out, how they prefer to interact with the chatbot, instead of how chatbot expects the users to interact with it
- Allocate enough time to the validation test – include introduction and discussion after “testing”
- Use an agile, iterative approach where insights from validation testing is continuously implemented (day-by-day)

Key take-aways

With a few pragmatic tools and methods, you can ensure employee experience is efficiently integrated throughout your implementation

Do:

- Integrate design thinking and employee experience throughout the project life-cycle and implementation methodology
- Start with a clear vision and employee journey mapping for key areas
- Structure design and validation around personas
- Continuously test your design and solution with real users

Do NOT:

- *Add user-testing as an afterthought; instead integrate this in your method from beginning*
- *Expect to be able to do meaningful and efficient design, without qualified resources; instead include specialists to support the team of technical and business profiles*
- *Conduct extensive design without understanding “good practice” and standard features of chosen technology; instead do early familiarization and “inspiration”-sessions*

Questions & Comments

Please share any questions or comments in the chat



Next steps

Please get in touch for inspiration and practical advise !

Upcoming Devo-talk session on design thinking

4 juni

10:00 [Design Thinking i komplekse organisationer](#)

v. Rasmus Arendal, Senior Design Thinking & Innovation konsulent, torsdag d. 4. juni, kl. 10-11.



Principperne for Design Thinking skaber grundlag for, hvordan man kan lave gode brugervendte produkter og services. Men, hvordan navigerer man innovationsprocessen igennem minefeltet af stopklodser, der findes i større offentlige og private organisationer? Lyt med på denne DevoTalk, hvor Devoteams Senior Design Thinking & Innovation konsulent Rasmus Arendal, vil give dig et overblik over udfordringerne med Design Thinking i komplekse organisationer, hvor innovationstiltag skal navigere i forhindringer såsom modstridende interne interesser, politiske beslutninger, skiftende lovgivning, udbudsregler, gamle it-systemer, kulturelle forskelle og manglende ressourcer. [Tilmeld dig her.](#)

60min

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