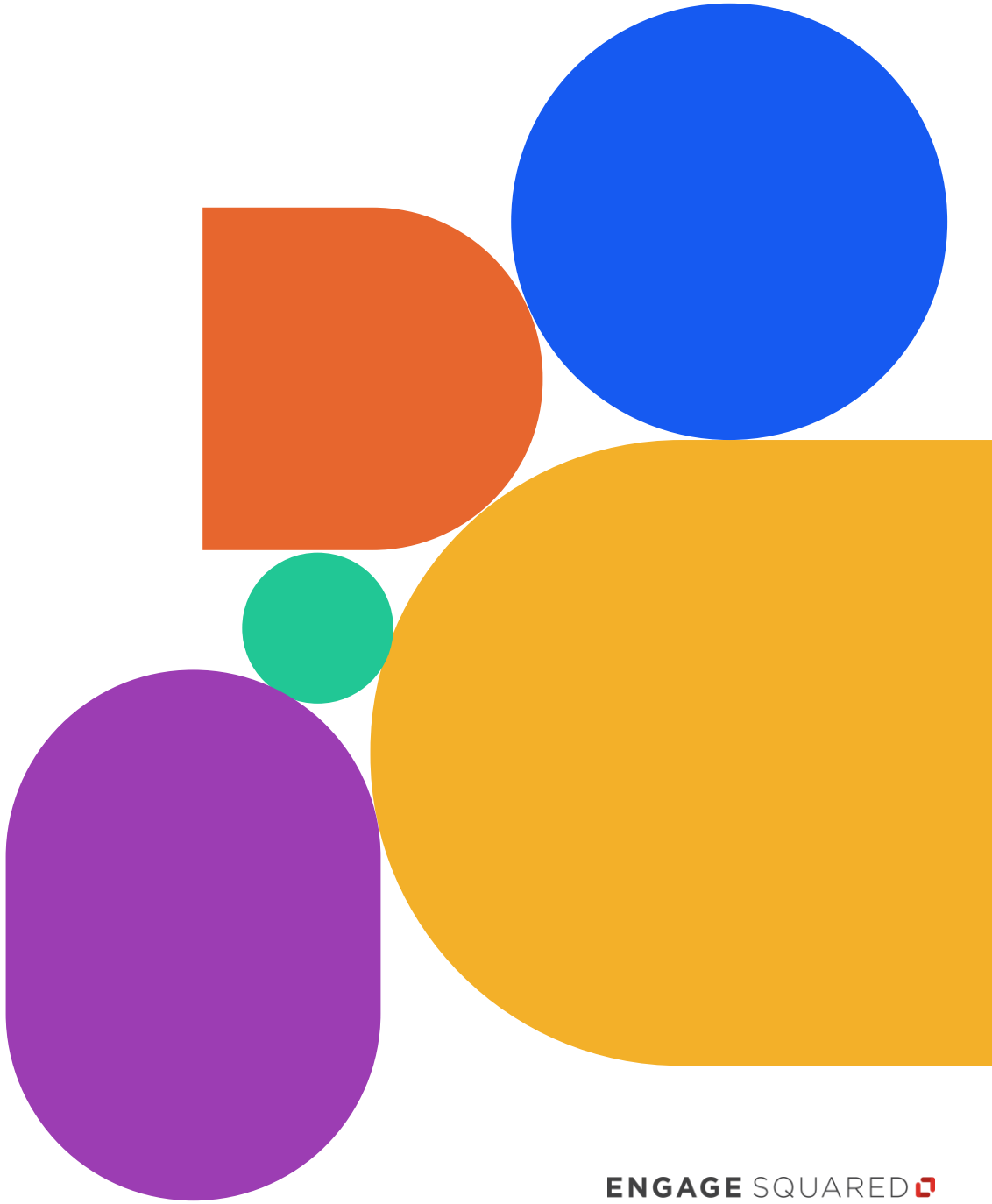
Offer overview

Employee Experience

Understanding your employees and their experience needs through HCD and UX research



ENGAGE SQUARED

About us

We are Engage Squared.

Specialists in **<people> friendly technology.**

Our mission is to make work better. We are one of a small number of technology consultancies in APAC that provide end-to-end support for our clients, helping to tackle issues ranging from employee experience, business process automation, compliance and records management, technology adoption and more.

From design, to technical build, our team of experts use their broad range of skills across project delivery, cloud strategy, user experience design, governance, agile development, change management, and security to help our clients get the most of technology.

We specialise in a range of technologies, and partner with leading providers such as Microsoft, ServiceNow, AvePoint, Glint, SWOOP Analytics and many others. We take partnerships seriously and were proud to be named the **2022 global winner of the Employee Experience Microsoft Partner of the Year award.**

Microsoft Partner
Microsoft
2022 Partner of the Year Winner
Employee Experience Award
2021 Partner of the Year Winner
Australia

Microsoft Partner
Microsoft
Gold Cloud Productivity
Gold Collaboration and Content
Gold Application Development
Gold Communications
Gold Project and Portfolio Management
Gold Datacentre
Gold Windows and Devices

Microsoft Preferred Business Applications

Microsoft Preferred Content Services

CHANGE PRACTITIONER
Prosci CERTIFIED

Yammer Adoption Specialist

Microsoft Teams Collaboration Specialist

Engagement overview

Employee Experience Research

A recent study undertaken by Forrester Consulting found that 60% of EX business leaders indicated that they've spent over $100,000 in EX-related technology in the last year and the same leaders plan to increase that investment by 16% in the next two years.

Investing in employee experience has become critical to organisations globally, however in order to ensure we are investing in the right places we need to understand the employee experience of our people.

We've created the "Employee Experience Research" offer to help organisations understand their employees as well as their current challenges and opportunities for improvement.

We have designed this engagement at 3 investment/time levels: **Core**, **Enhanced** and **Comprehensive**.

Research

Engage Squared will facilitate a survey, focus groups, interviews and workshops to support development of personas, and gather context about current work practices and digital expectations from across the organisation.

Findings and recommendations

Highlighting key themes and findings, recommending areas for improvement and suggested activities for what this could look like in practice.

Why is Employee Experience research important?

It's undeniable — the definition of employee satisfaction has changed. Knowledge workers, frontline workers and EX business leaders recognise this, and all agree that employee needs have changed over the last 24 months.

Specifically, it has become important for employers to provide a virtual workplace that supports **employee engagement**, **frictionless productivity**, **career growth**, and **mental wellbeing**.

With more opportunities for efficiency, flexibility, and collaboration, digital workplaces that focus on great employee experiences can drive business agility, and help companies achieve visible results.

Employee experience research is the first step to developing a strategically designed digital workplace through insights, data and a deep understanding of your employees.

Increase understanding

There is misalignment between what EX business leaders are prioritising and what their employees actually want[2]. Conducting employee experience research can bridge this gap.

Employee satisfaction

50% of employees indicated that there are too many separate tools, apps, and resources for them to navigate. Employees ranked their current EX tools and resources a **six out of 102**.

Talent retention

Highly engaged employees are **12x** less likely to leave their company than those who are not engaged.[1] Your digital workplace should prioritise employee engagement.

Cost benefits

Organisations can measure their ex-investments through the following metrics: cost of new hires; product innovation; measurable goal achievement; increased revenue from new business; and onboarding time[2].

[1] Glint, [2] New Workforce, News EX Technology Report, [4] Employee happiness and business success are link

Research – Quantitative and qualitative

Our approach to research includes both qualitative and quantitative techniques that underpin data-informed insights. We use a mix of methods including surveys, focus groups and one-on-one interviews to develop a deep understanding of your people and their work in context.

Our research framework ensures that the qualitative and quantitative data we gather during the research process is robust. Our analysis and the insights we uncover from that data provide you with a solid evidentiary basis for making informed decisions about your digital workplace, both strategic and tactical, to deliver an excellent employee experience.

Company survey

We'll use Microsoft Forms to create a survey which helps us identify your personas, articulate the current challenges and identify opportunities so that our recommendations are informed with insights instead of assumptions.

Personas

We'll take the outputs of the company surveys and employee engagements to develop personas. Personas help us to know and understand our employees, and they can be especially useful for keeping an employee-first focus, and for sense-checking decisions.

Focus groups, interviews and workshops

We will run a series of one-to-one information interviews, focus groups and workshops with different groups of users to discover the key underlying problems, their day-to-day challenges, as well as understand what works well and workshop options for improvement.

Day in the life and journey maps

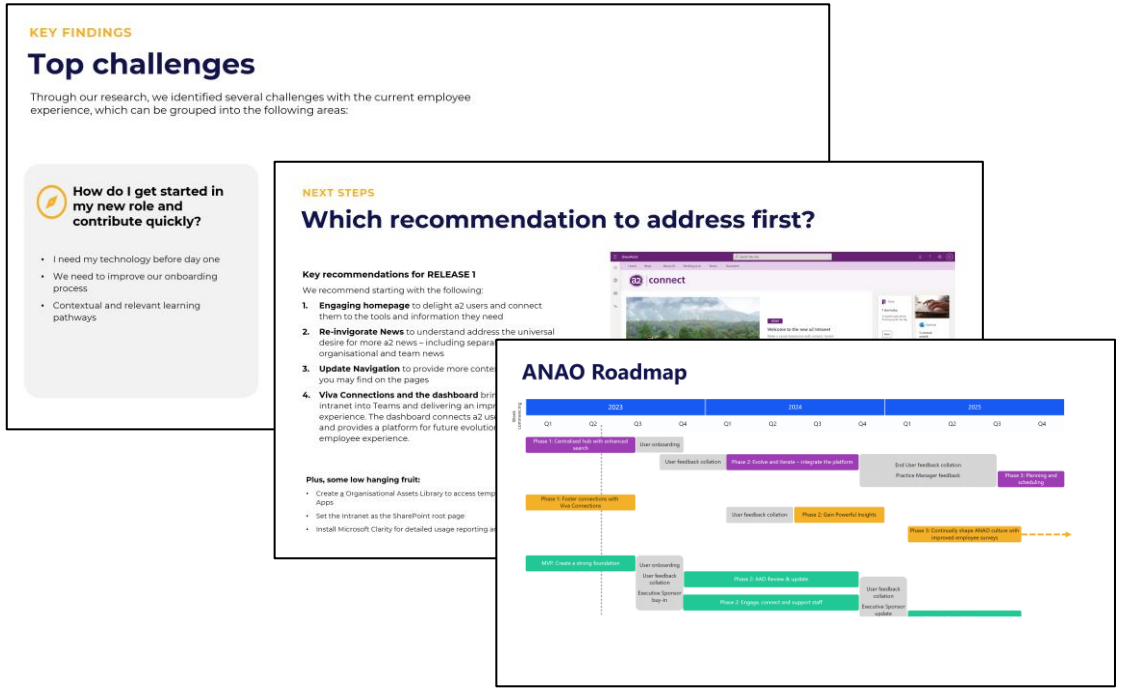
Employee journey mapping (including 'day in the life' journeys) help identify moments in the employee experience or lifecycle where staff members feel engaged and disengaged from their work. The journeys can help us to identify opportunities for improvement.

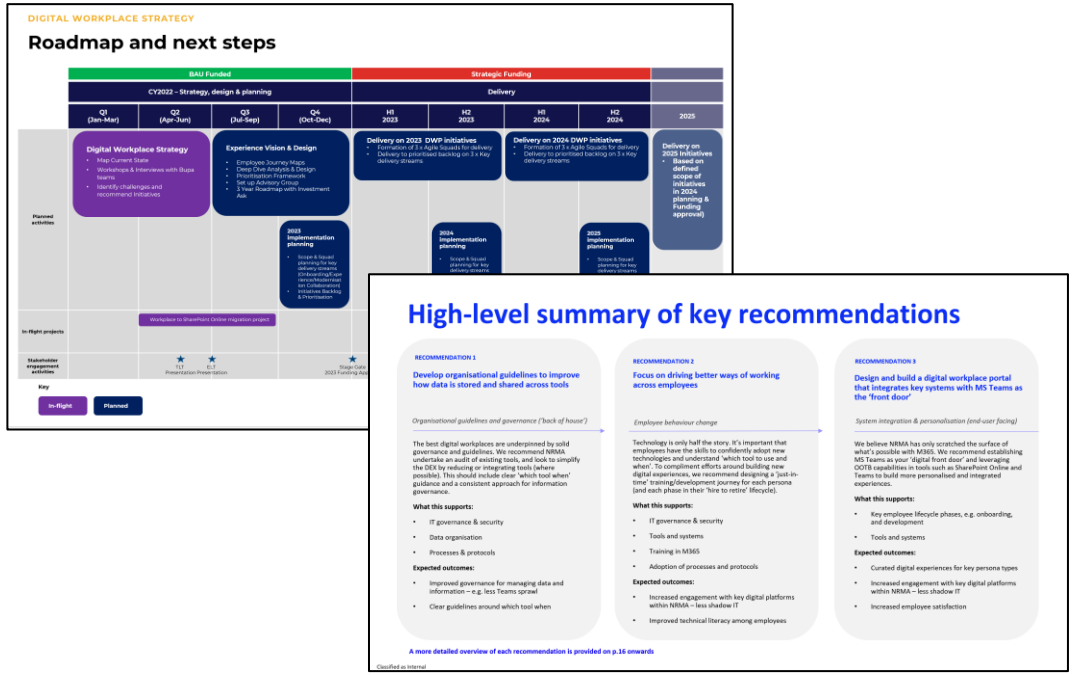
Recommendations and roadmap report

We will develop and present your insights, findings and recommendations report, including a high-level implementation roadmap.

Designed (in part) to support organisational project teams to develop internal business cases (or RFPs), the recommendations report and roadmap will articulate your current state and the target state and what we have learned during our discovery and regularly review activities.

The report will call out key themes or top, aligned to challenges, as well as opportunities for improvement.





Investment costs

Foundation Investment

The foundation investment is suitable for organisations with a lower budget and/or limited timeframe, or organisations at the start of their employee experience journey. As this option is expert led, it is suitable for organisations that are not ready or able to involve employees directly.

- 1 company survey
- Up to 3 focus groups (max 8 participants)
- Up to 5 personas
- A 'day in the life' per persona
- Findings and recommendations report

Investment: $55,000 (AUD ex GST)

Enhanced Investment

The enhanced investment is suitable for organisations with a known budget who are seeking a trusted advisor. As this option is expert led with some user involvement, it is suitable for organisations ready to involve employees directly, with a controlled budget.

- 1 company survey
- 6 x 1:1 interviews
- Up to 3 focus groups (max 8 participants)
- 2 SME workshops
- Up to 5 detailed personas
- A 'day in the life' per persona
- Employee journey map per persona
- Findings and recommendations report

Investment: $100,000 (AUD ex GST)

Comprehensive Investment

The outputs of this option are more detailed and comprehensive. This is suitable for organisations with a desire to truly understand their different employee types, the end-to-end needs and expectations. The in-depth report will include findings and recommendations.

- 1 company survey
- 16 x 1:1 interviews
- Up to 6 focus groups (max 8 participants)
- 3 SME workshops
- Detailed personas
- A 'day in the life' per persona
- Employee journey map per persona
- Findings and recommendations report
- Executive report and presentation

Investment: $150,000+ (AUD ex GST)

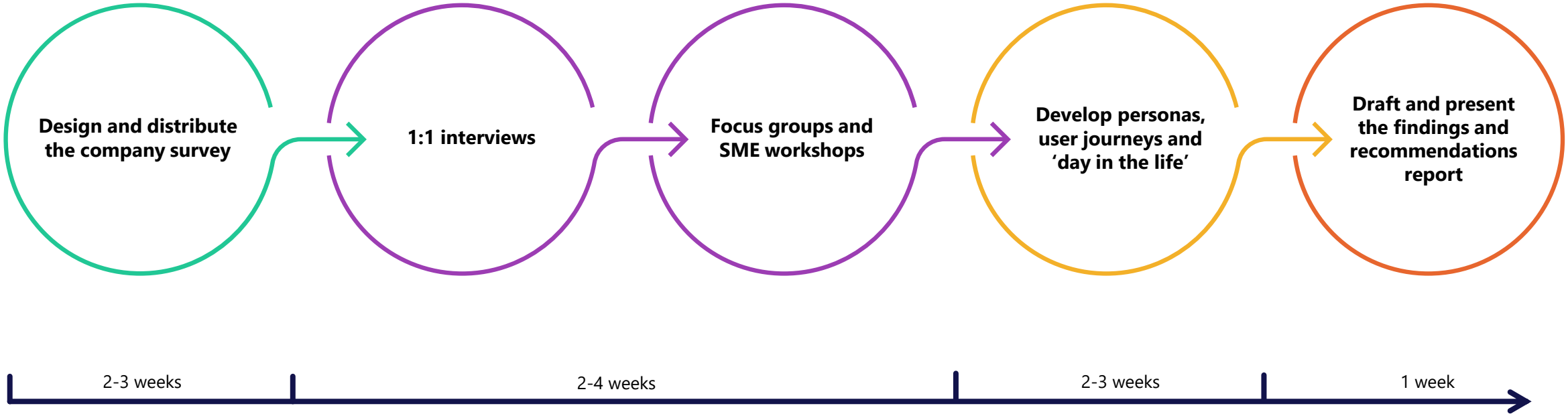
Proposed approach

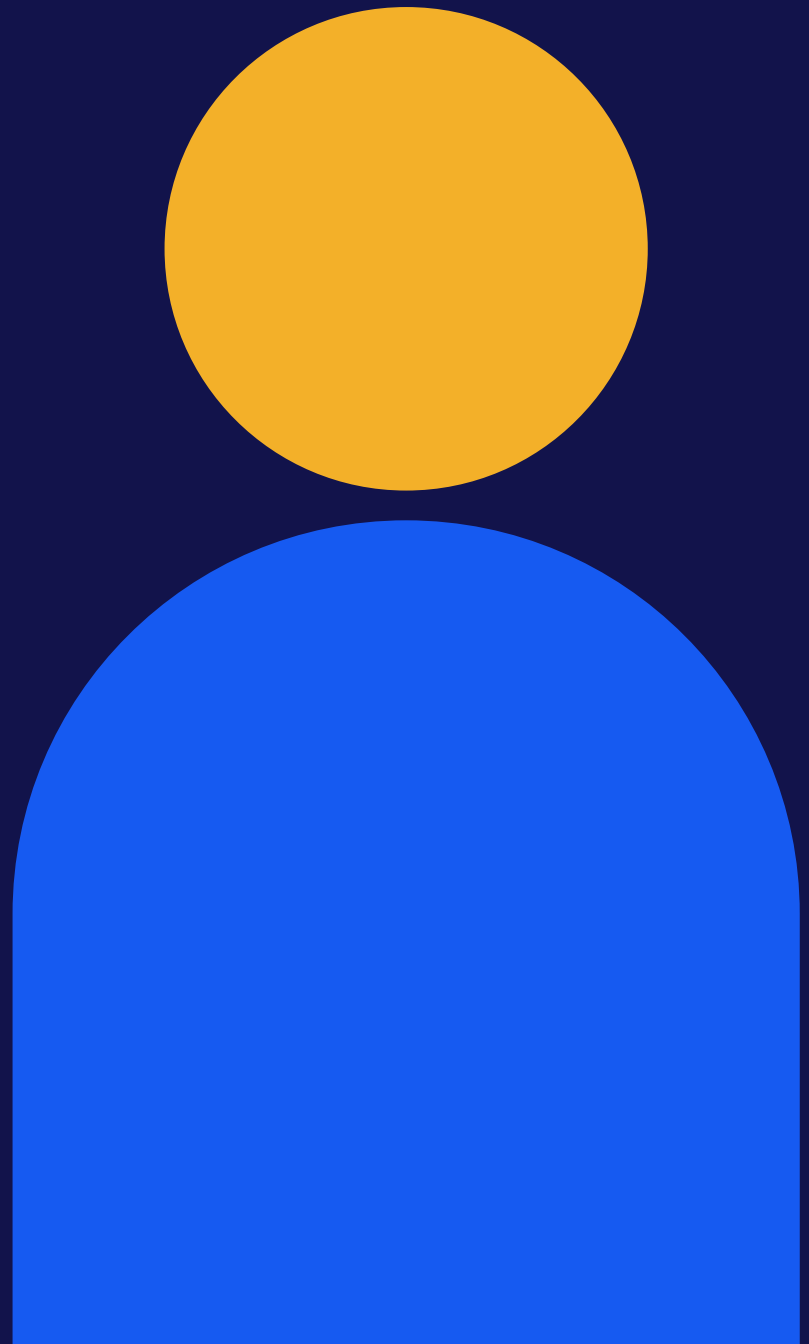
Phase 1:
Company survey

Phase 2:
User engagement

Phase 3:
Develop artefacts

Phase 4:
Findings and recommendations





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