

What Drives Us

# Why doesn't everything just work better?

We shape experiences that empower your colleagues  
and engage your customers.

800+

Professionals

13+

Years in Business

12

Offices

50+

Fortune 500 Clients

# Experience Transformation

Strategy • Vision • Roadmap

**CX**

## Customer Experience

Customer Engagement & Lifecycle  
Omni-Channel Digital Experience  
Sales & Service Experience

**CO**

## Commerce

Commerce Strategy  
Web Commerce Platform  
Mobile Commerce

**DP**

## Digital Products

Line of Business Applications  
IoT & Connected Experience  
Design System  
Cloud Platforms

**EX**

## Employee Experience

EX Vision  
Engaged Employee  
Digital Workplace  
People Data and Insights  
Adoption and Enablement

# Experience Evolution

Digital Operations • Critical Support • Research & Innovation • Change Enablement • Measurement & Optimization • Feature Enhancement

# Improving EX through Data and Insights

Disengaged workers cost real dollars and pose serious issues with the bottom line

**37%**  
HIGHER  
ABSENTEEISM

**49%**  
ADDITIONAL  
ACCIDENTS

**60%**  
MORE ERRORS AND  
DEFECTS

Stress and poor internal tools  
create negative financial  
impacts to your business

**\$500B**

LOST WORLDWIDE  
ANNUALLY DUE TO  
WORKPLACE STRESS

**28%**

AVERAGE PRODUCTIVE  
TIME LOST TO EMAIL  
PER WEEK

**85%**

EMPLOYEES LOSE 1-2  
HOURS PER WEEK  
SEARCHING FOR INFO

The proven impact of actively investing in and managing employee experience

200%

GREATER REVENUE

147%

HIGHER EARNINGS  
PER SHARE

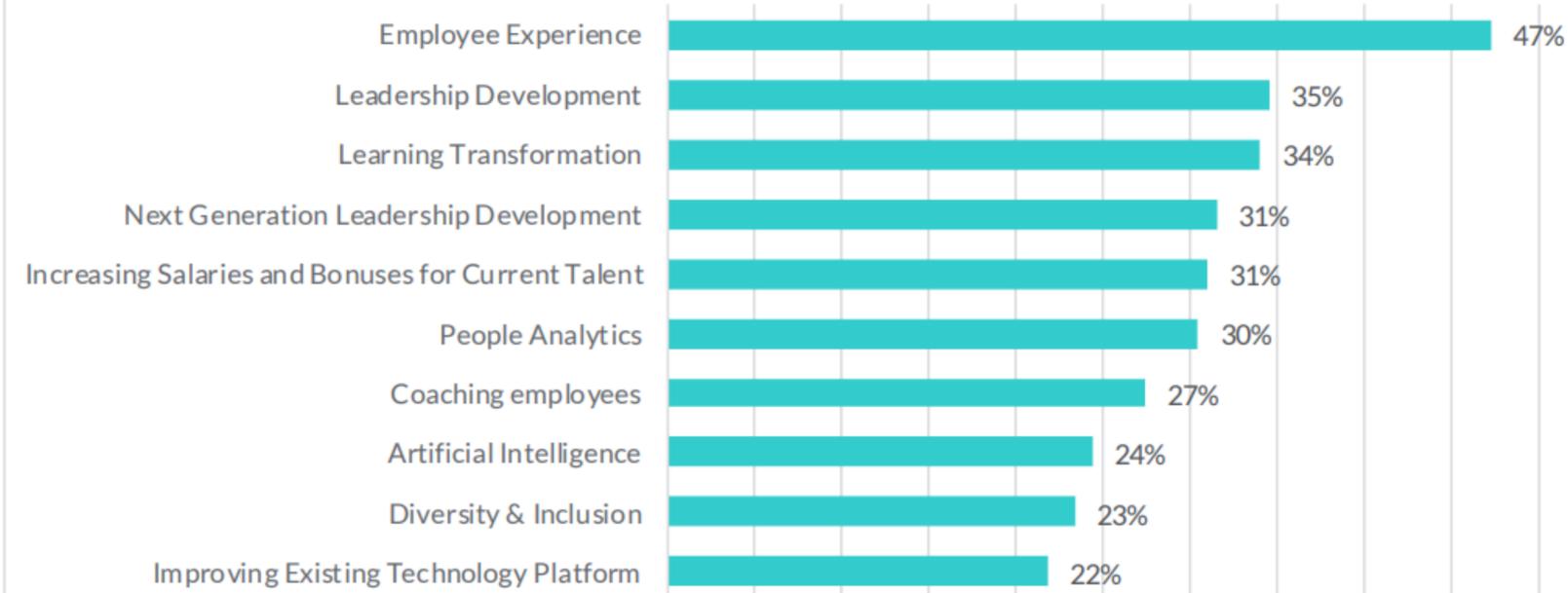
80%

REDUCED WORK-  
RELATED STRESS

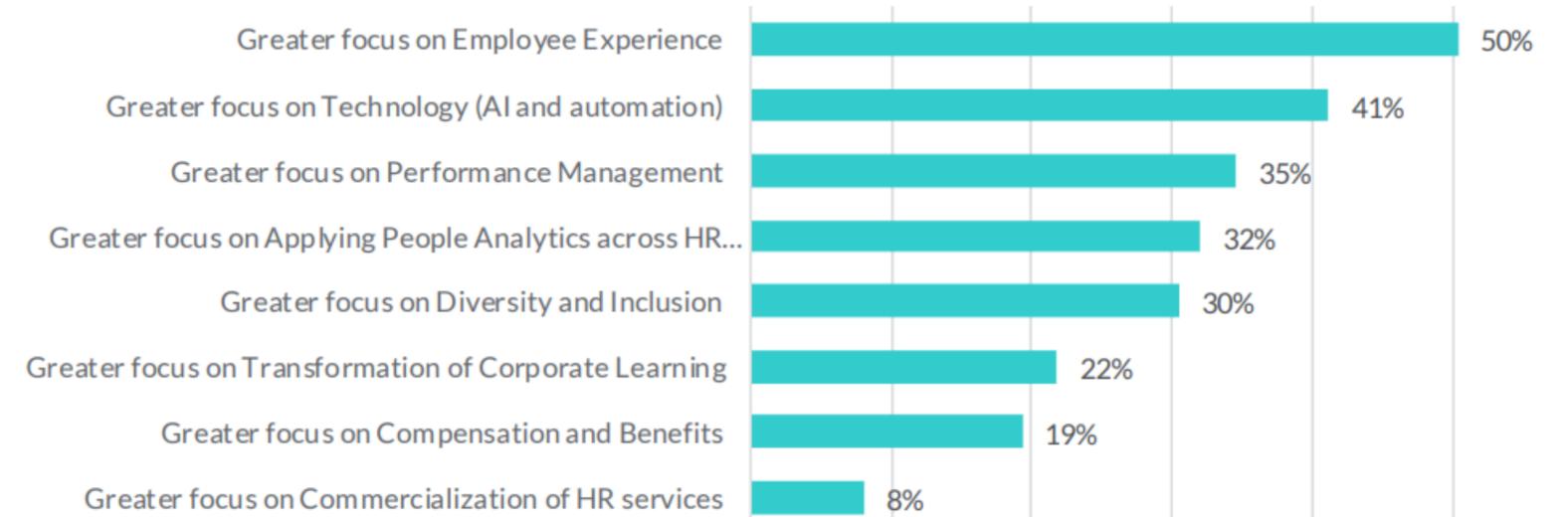
# The role of HR will continue to evolve

- Increased use of Artificial Intelligence
- Broader application of People Analytics

## If you could double your current HR budget, where would you allocate additional funding?



## How do you expect your HR function to change in 2020?



Source: [The 2020 HR Sentiment Survey](#), Future Workplace LLC

# The Purpose of Employee Experience is to be...

- Inclusive
- Empathetic
- Productive
- Cohesive
- Motivational

...it's the manifestation of an organization's culture to improve the experience of work by evolving the employee journey, creating internal brand advocacy, and strengthening engagement.



OUR BELIEF

Employee Experience is a deep focus on transformation to support the workforce with experiences across the entirety of their employee journey.

FIVE KEY POINTS

**CX and EX are one connected journey**

**Strategy means setting a path, execution requires adaptation**

**Getting buy-in means actually “buying in”**

**Change is part of everything**

**Perception of difficulty in measuring ROI**

Perception:

It is hard to measure ROI of  
Employee Experience investments

OUR NORTH STAR

# Put People at the Center

Digital

Cultural

Physical

Learning



# Employee Lifetime Value is the real measure of ROI

Attraction represents the problem of getting talent into your company, activation represents the problem of getting that talent up to an optimum level of productivity, and attrition represents the problem of keeping the highest-value employees in the company while letting others go.

**3x**

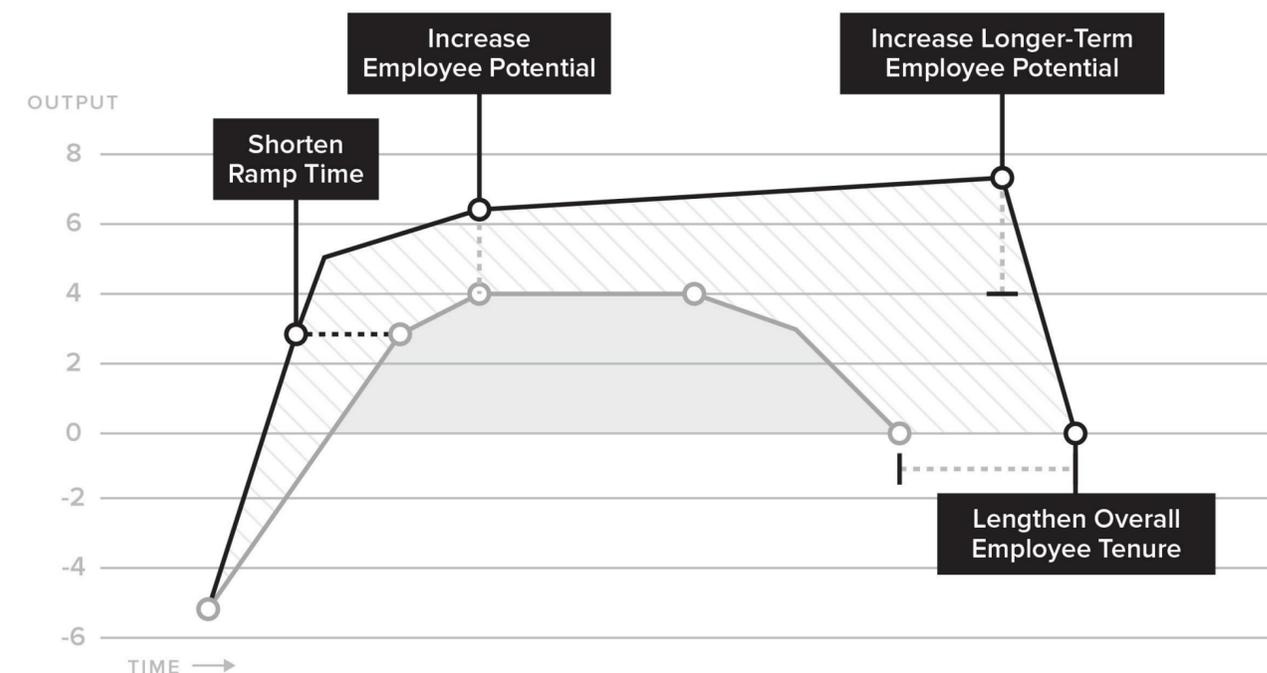
Recruiting is the HR function with the highest impact on revenue. Excellent recruiting practices contribute to more than 3x revenue growth and 2x profit margins.

**147%**

Companies that increase their number of talented managers and double the rate of engaged employees achieve, on average, 147% higher earnings per share than their competition.

**67%**

Most Millennials believe it is management's job to provide accelerated development opportunities to encourage them to stay.



Source: [Boston Consulting Group](#), [Gallup](#), [LinkedIn](#), [Maia Josebachvili](#)

# People Programs are inherently Change Programs

UPPER FORK  
WORKING **ON** THE TRANSFORMATION

## A Good Lay of the Org Land

- Strategic
- Top down
- Collective level
- Integrated / embedded
- Tool, process, and system agnostic
- Enterprise-enabling



## A Clear & Strong "Why"



## Transformational Leadership



## Effective Executive Teaming



## Effective Management & Execution

## Evolved Enterprise & Capabilities

ADOPTION | ALIGNMENT | EXPERIENCE

TRANSFORMATION SUCCESS

- Tactical
- Bottoms up
- Individual level
- Work-stream specific & enabling
- Tool, process, and system-specific
- Domain-centric
- Functionally sit



## A Good Understanding of the People



## Purposeful Communication



## Meaningful Engagement



## People Development



## Designed Sustainability

LOWER FORK

WORKING **IN** THE TRANSFORMATION

# Asking the right questions.

Is your organization effective at making effective and engaged employees?

Are your tools effective at supporting your employees?

Do your employees feel satisfied and fulfilled with their work?



# Ambient



# Active

Organizational  
Effectiveness

Experience  
Analytics

Employee  
Engagement

Employee  
Experience

Customer  
Focus

Operational  
Agility

Content and  
Campaigns

Tools and  
Technology

Sentiment

Feedback

Surveys



Empower Your Workforce  
with an Insights-Driven Strategy

**RIGHTPOINT**  
a genpact company

Organizations need to understand employee behavior, identify those at risk for burnout and act intentionally to create a positive Employee Experience— especially in times of crisis.

69%

Most workers say the coronavirus pandemic is the most stressful time of their entire professional career

40%

Workers experiencing burnout and prolonged and intense stress.

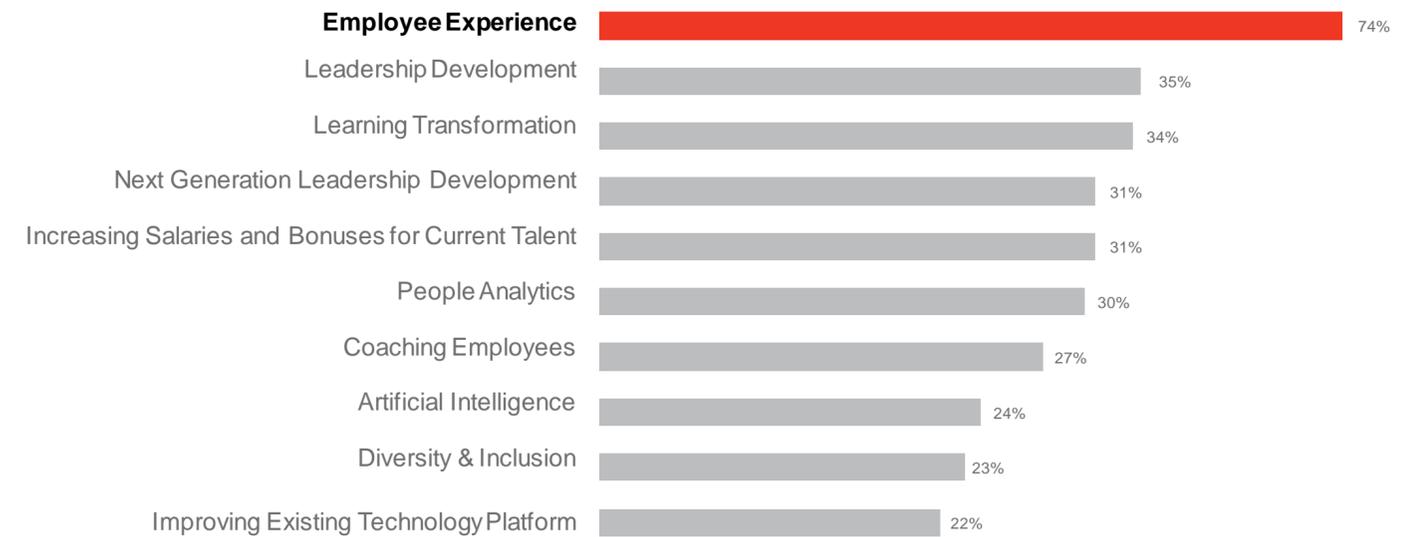
60%

Employers that have had a difficult time maintaining employee morale during the coronavirus pandemic.

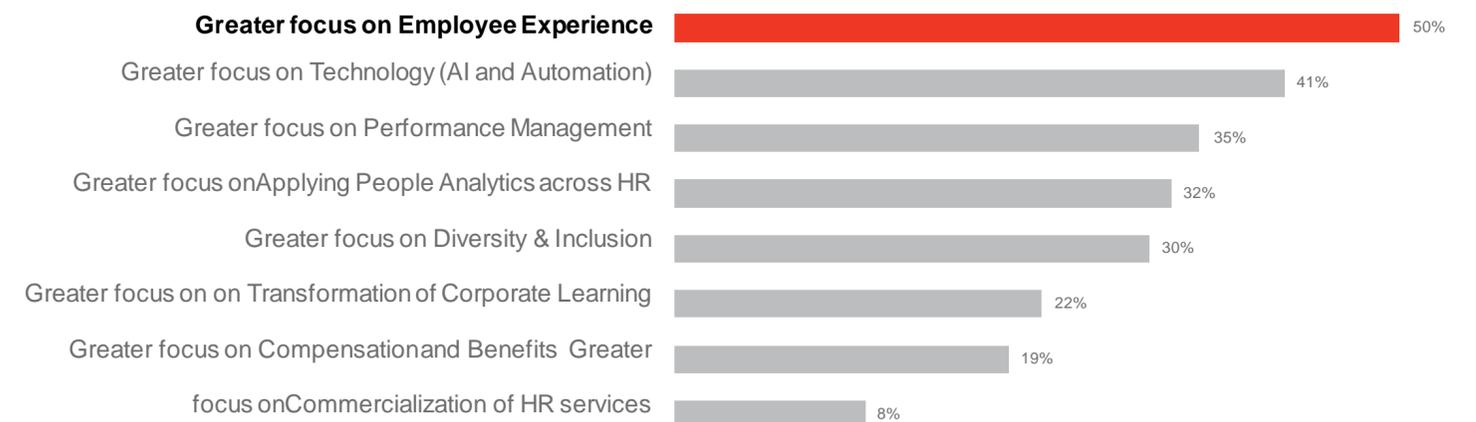
SOURCE: EAGLE HILL CONSULTING, GALLUP, SOCIETY FOR HUMAN RESOURCE MANAGEMENT, HR EXECUTIVE

Human Resource teams agree that Employee Experience is the key element of an organization's success with people analytics identified as an expected area of growth.

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Rightpoint offers this service as an approved Microsoft Knowledge & Insights Partner, supporting Workplace Analytics and Project Cortex.

With over 1,500 modern workplace projects delivered, we have the expertise to help your organization drive meaningful outcomes.

The collaboration assessment covers 3 common business outcomes:

1. Discover your organization's collaboration patterns
2. Get analyses and actionable insights across 3 common business outcomes
3. Identify the biggest opportunity areas, and how to tackle them



## Discover your organization's collaboration patterns

### Transform meeting culture

- How much time do employees spend in long / large and recurring meetings?
- Are employees wasting time in low quality meetings?

### Develop effective managers

- Are managers having regular 1:1s with employees?
- Do managers delegate and empower their teams?
- Do managers have capacity to guide their teams and focus on strategic work?

### Boost employee engagement

#### Wellbeing focus

- How are employees currently collaborating?
- Do employees have high after-hours?
- Are employees at risk of burn out?

## Get analyses and actionable insights across 3 common business outcomes

### Collaboration Assessment Scope:

A hands-on analysis of Client's Workplace Analytics data to summarize findings and identify and prioritize opportunity areas for further deep dives.

### The Project will take 4-6 weeks and it will include:

- Gathering relevant organizational context via 1-2 executive interviews and 1-2 business-owner workshops.
- Guiding the Customer in gathering relevant organizational data to be included in the Workplace Analytics platform for analysis.
- Performing analysis using the Workplace Analytics platform and functionality.
- Compile analysis, Presenting readouts to Customer executives and helping formulate solutions, action plans, and next steps.
- Provide Analyst Essentials - WpA 2-Day Training Workshop for Customer Analysts. (Optional)



## WpA Academy – Analyst Essentials Training

Empower Analysts to understand and deliver insights using Workplace Analytics.

- Explore dashboards for rapid hypothesis testing
- Understand key WpA metrics
- Run custom queries for in-depth analysis
- Validate source data and build customizable filters
- Share findings and communicate insights



## Identify the biggest opportunity areas, and how to tackle them

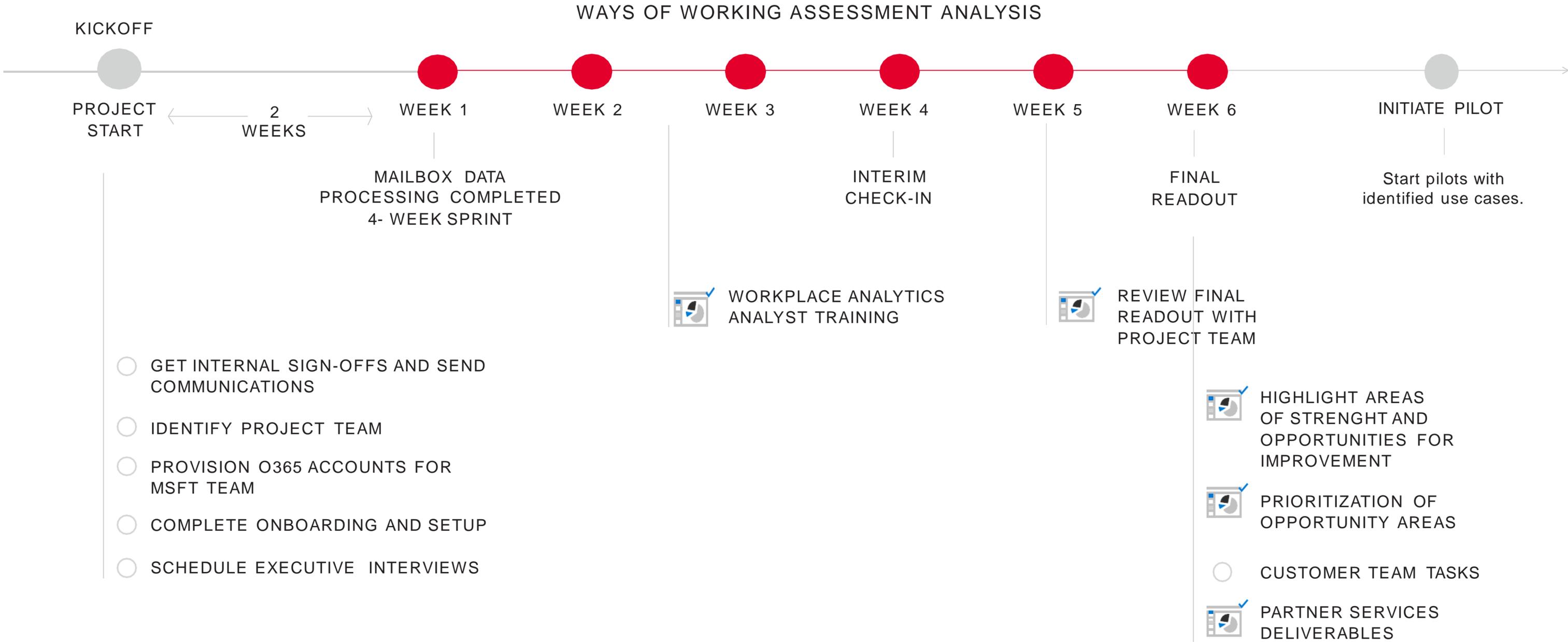
### Opportunities and Prioritization Leadership Readout

Informed stakeholders capable of understanding the potential of insights delivered by using Workplace Analytics

- Explore dashboards to identify key focus areas.
- Highlight areas of strength and opportunities for improvement
- Share findings and communicate insights.
- Prioritize most impactful findings and related goals
- Identity potential pilot group



# Timeline



\*This timeline depends on the customer successfully completing all onboarding tasks

