

Medarbejder Oplevelsen (EX) i den nye normal

- hvordan behandler du dine medarbejdere som kunder (og omvendt)?

Lars Mørch, RVP Service Cloud Nordics, Salesforce



Agenda



2 hatte





+20 år i Software

ORACLE



sas

salesforce

workday

SAP

SAP SuccessFactors









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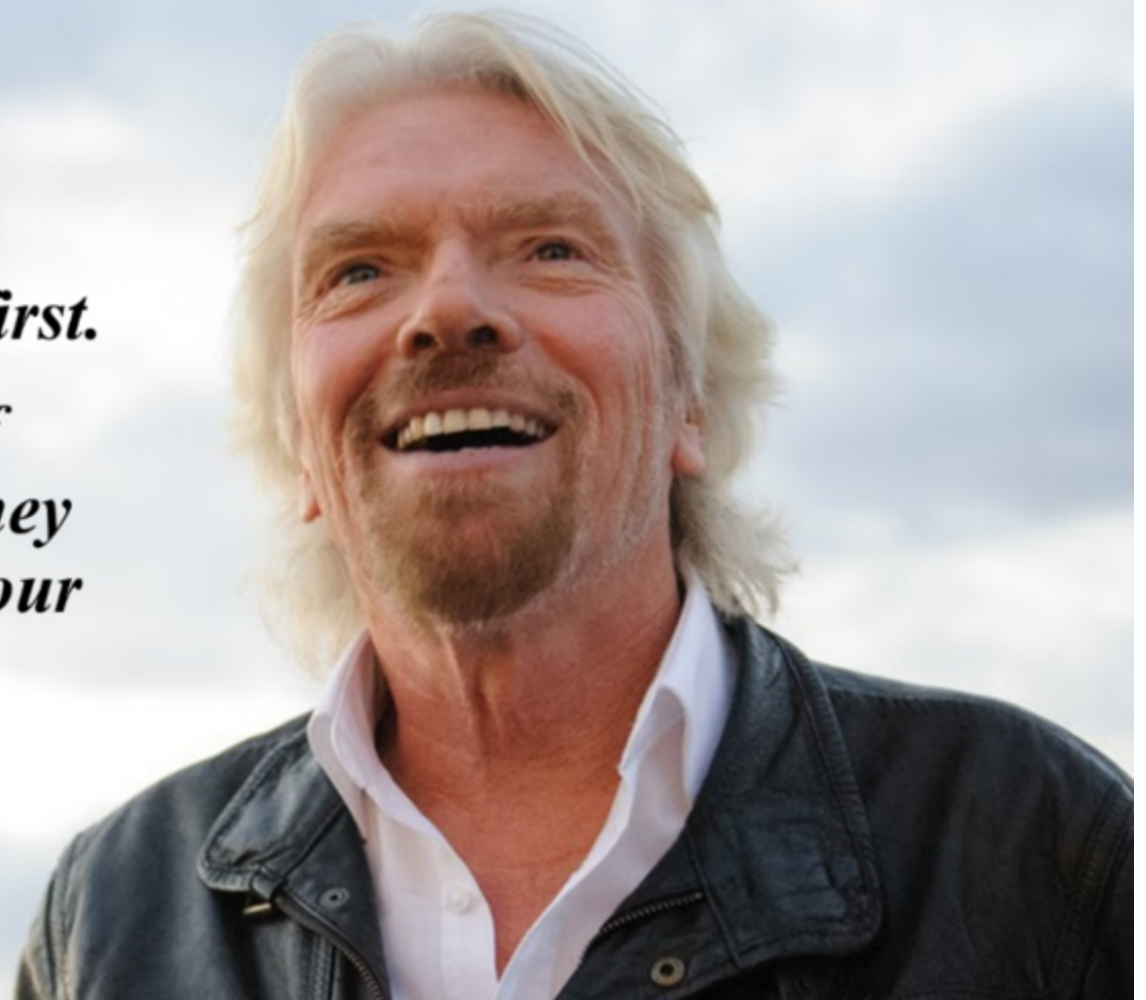
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*Customers do not
come first.*

Employees come first.

*If you take care of
your employees, they
will take care of your
customers.*





Definitions of CX & EX & Sources



 CX

 EX

 Kilder

Customer Experience

Customer experience (CX) is everything related to a business that affects a customer's perception and feelings about it. ***"Customer experience is the sum of all the interactions that a customer has with an organization over the life of the relationship with that company or with that brand"***



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Employee Experience



Employee experience (which is often shortened to just “EX”) is an emerging business function focused on *tracing how employees think and feel during every single touchpoint of their journey through the company*. EX emerged as a direct response to a similar function you might have heard of: customer experience (or CX).

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Sources

- Raconteur.net
- Glassdoor.com
- O.C. Tanner Institute
- Predictiveindex.com
- Berlingske.dk
- KL.dk
- Salesforce.com
- Google



Definitions of CX & EX & Sources



 CX

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Status p.t.



Mere end hver tredje industrivirksomhed meldte i juli 2021 (tal for tredje kvartal) om **mangel på arbejdskraft**, hvilket er rekordmange. ... I samme periode i 2020 var andelen, som meldte om **mangel på arbejdskraft** for industri på blot 3 pct., bygge og anlæg på 21 pct. og service på 11 pct.

31. aug. 2021

<https://www.kl.dk/nyheder/nyt-om-dansk-oekonomi>

Rekordstor mangel på arbejdskraft i august 2021



Employees Expect Consumer-Grade Experiences



Working from Anywhere Creates New Challenges

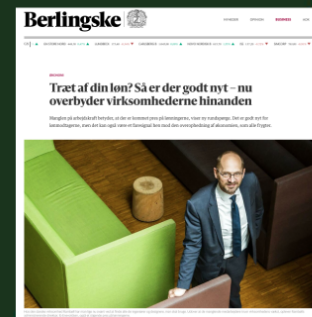


The Way We Worked No Longer Works

Newer, employee-centered approach is required for today's employee experiences

1.8x growth

High CX and EX companies see faster revenue growth versus companies with low CX and EX



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GROWTH

High CX and EX companies see **faster revenue growth** versus companies with low CX and EX



[Forbes Insights report, "The Experience Equation: How Happy Employees And Customers Accelerate Growth."](#)

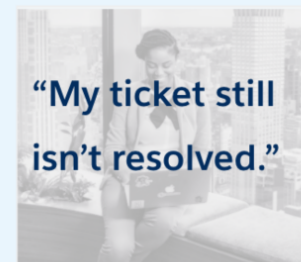
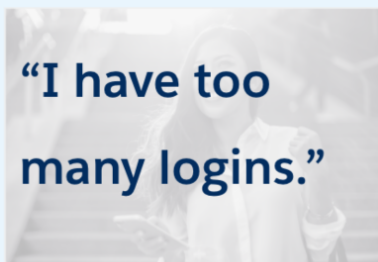
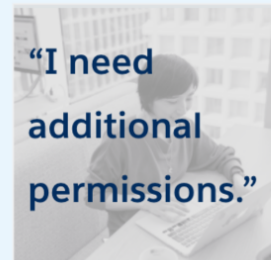
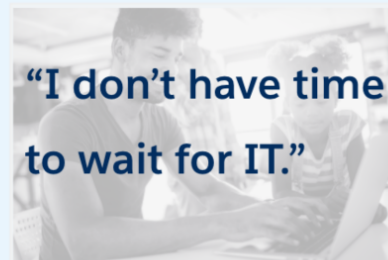




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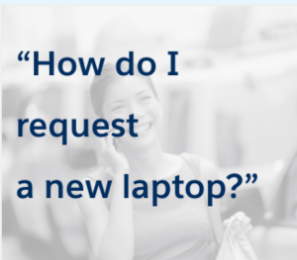


At Home



Shared Spaces

On the Road



In the Office



Employees Expect Consumer-Grade Experiences



Where can I view
my paystub?



Who do I talk to
about relocating?

ØKONOMI

Træt af din løn? Så er der godt nyt – nu overbyder virksomhederne hinanden

Manglen på arbejdskraft betyder, at der er kommet pres på lønningerne, viser ny rundspørge. Det er godt nyt for lønmodtagerne, men det kan også være et faresignal hen mod den overophedning af økonomien, som alle frygter.



Hos den danske virksomhed Rambøll har man lige nu svært ved at finde alle de ingeniører og designere, man skal bruge. Udover at de manglende medarbejdere truer virksomhedens vækst, oplever Rambølls administrerende direktør, Ib Enevoldsen, også et stigende pres på lønningerne.
Foto: Søren Bidstrup

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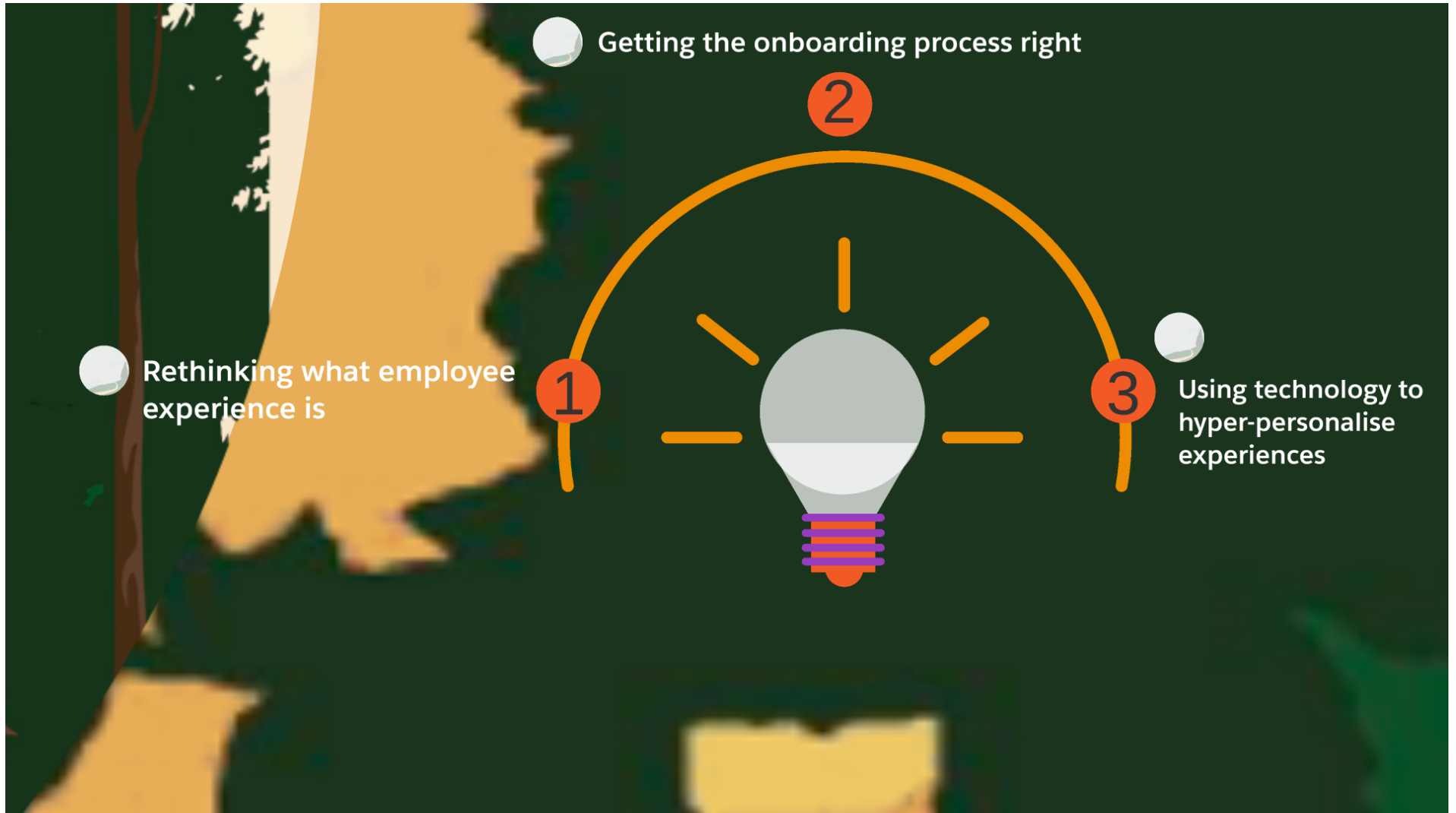


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3 Fokus Områder





Rethinking the employee experience

- People don't just stop being customers because they go to work
- The experience employees want from their workplace is all the more important to them because of the time they spend there.

92%



of employees describe their employee experience as their everyday experience

42%



rate their employee experience as positive or extremely positive

O.C. Tanner Institute 2020

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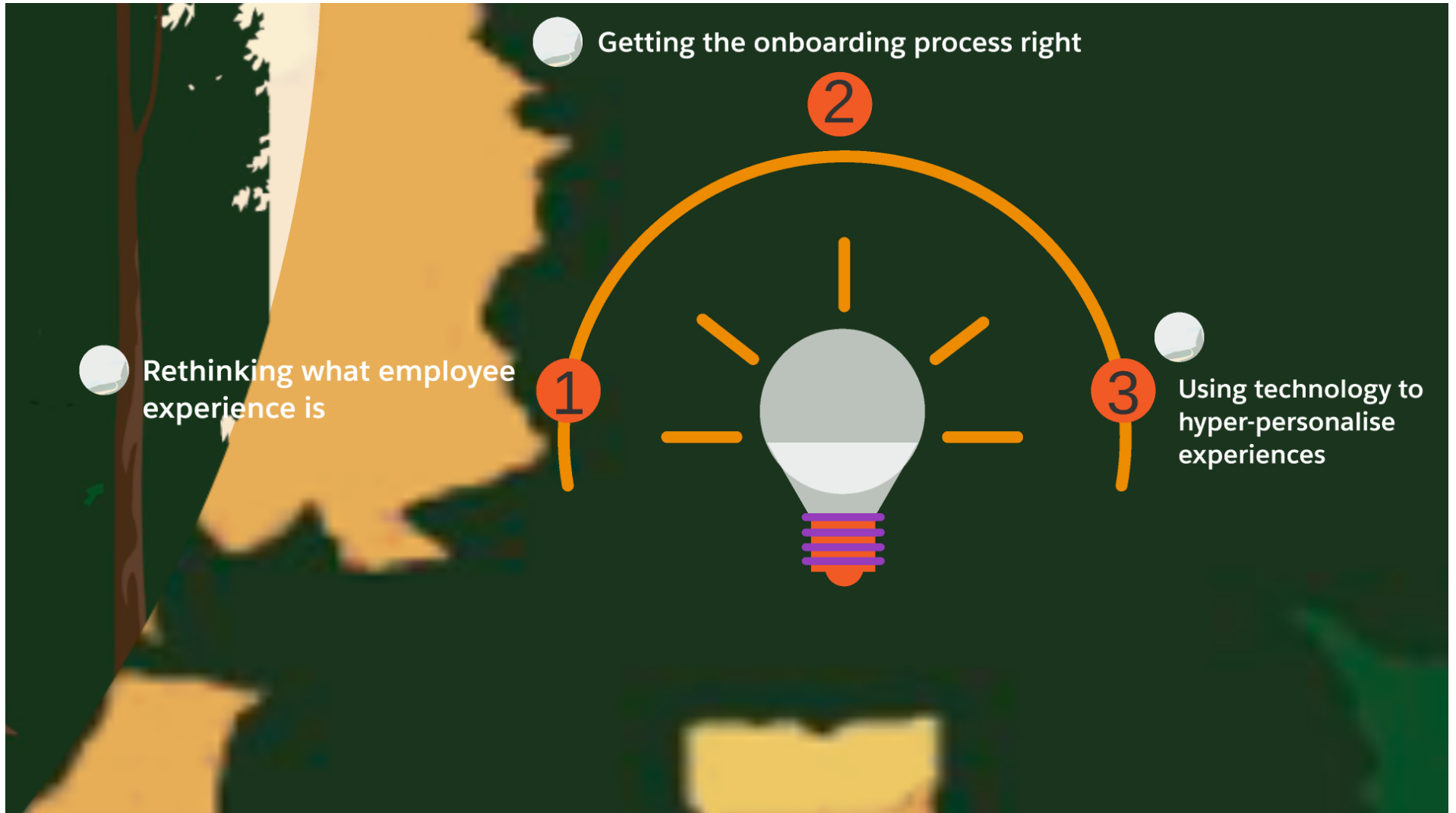
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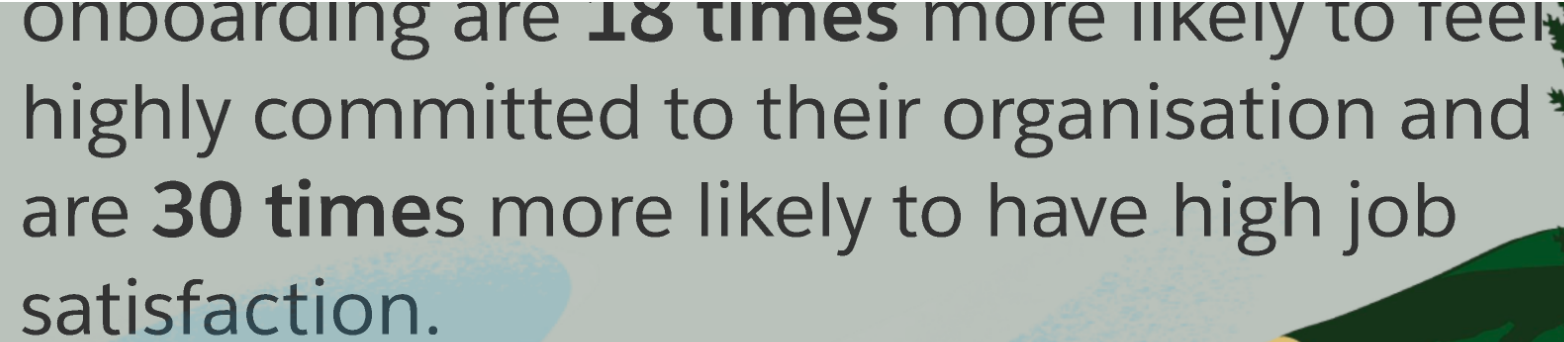


Getting the onboarding process right

- A new employee's experience with a company starts before they even join, from the pre-joining material they receive, to the on-the-day process of setting up their new computer.
- Employees who experienced effective onboarding are **18 times** more likely to feel highly committed to their organisation and are **30 times** more likely to have high job satisfaction.

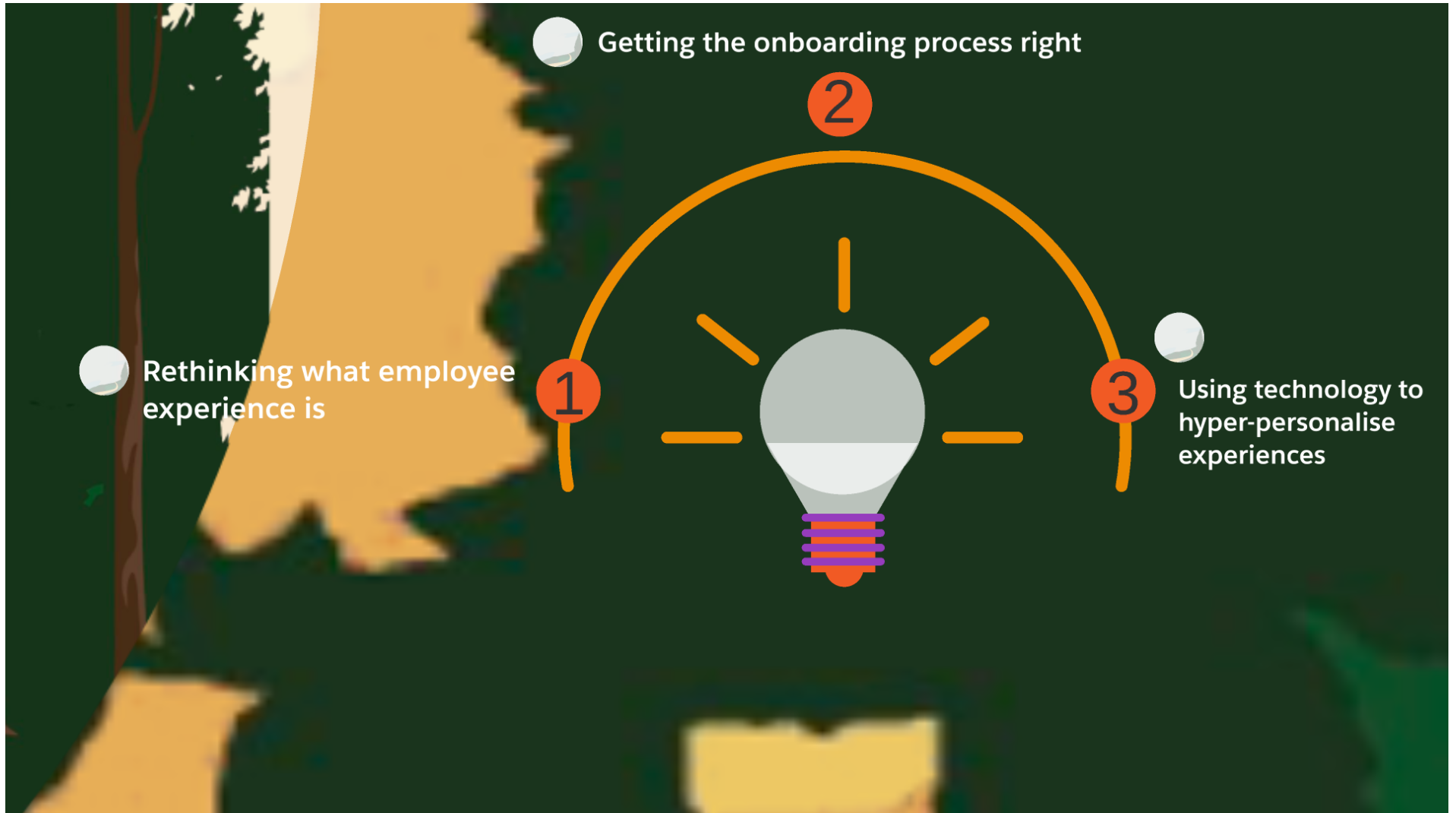


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Using technology to hyper-personalise experiences

- “Creating experiences for employees should be seen equally as that of creating them for consumers and should simply be part of an enterprise’s main role,”
- Organizations must adapt to meet the evolving expectations of employees

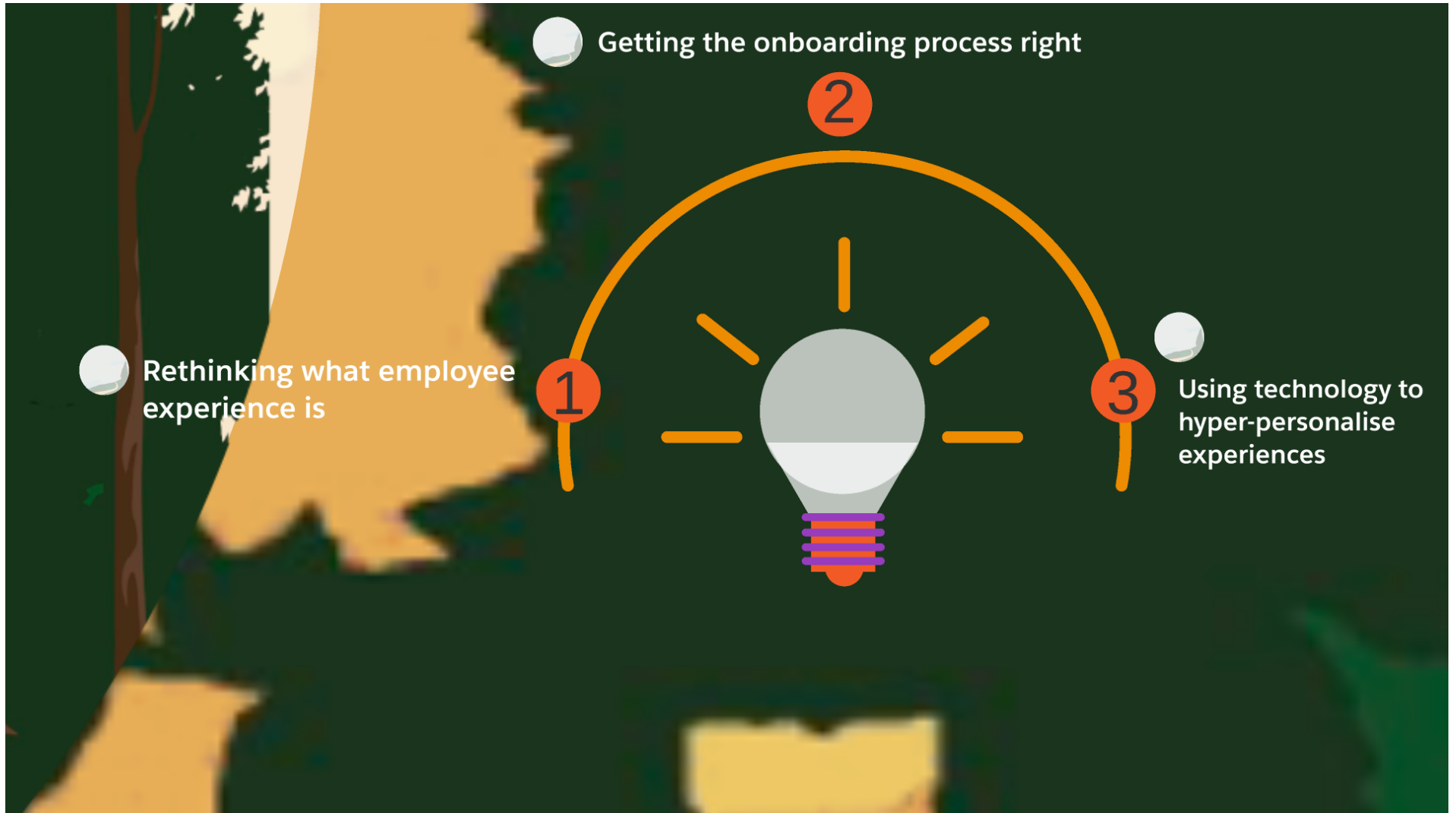
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Work.com

