



# Digital Employee Experience

Design differently

June 2022



# Creating a leading digital employee experience

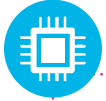
Leading class experiences don't happen by chance. It requires a human-centered approach and reimagining of the the digital work environment to attract and grow top talent. It will require HR to design, build, and operate differently.



# Design Differently: Take a human-centered approach

In order to meet the needs of your employees and help attract, grow, and retain top talent, you need to design differently than we have been in the past. Instead of coming from an organizational perspective, your design should be focused on the employees—this is known as taking a human-centric approach.

Explore these five components of a human-centric workforce experience:



# Design Differently: Identify the Moments that Matter in the employee lifecycle

Now it's time to identify the moments that matter that will have the greatest impact for your business. Through a combination of employee listening and feedback, the organization's talent strategy, and its Employee Value Proposition, you can hone in on the right experience for the right impact.

The following outlines moments that matter that may be identified through discussions to prioritize in the scope of your project.

## Find

- I am exploring new opportunities
- I am applying for a new job
- I am accepting a job offer
- I am onboarding

## Perform

- I am setting my performance goals
- I am giving and receiving feedback
- I am being promoted
- I am leading a team
- I am taking a leave of absence
- I am returning to work
- I am receiving information about my total rewards
- I am transferring to another role
- I am managing my time and schedule
- I am seeking operational or technical support
- I am requesting personal support

## Grow

- I am being mentored/I am mentoring others
- I am enrolling in recognition/rewards
- I am managing my employee benefits
- I am investing in my professional development
- I am utilizing a flexible schedule
- I am getting married/divorced
- I am having a baby/adopting a child
- I am requesting education assistance or tuition reimbursements
- I am managing my travel & expenses
- I am completing my trainings and/or development programs

## Move

- I am moving
- I am relocating for work
- I am requesting personal support
- I am leaving the organization
- I am laid off
- I am offboarding
- I am retiring
- I am inquiring about my retirement benefits
- I am requesting support on my past paychecks and W2s
- I am staying connected

# Design Differently: Experience interaction model

The Experience Interaction Model allows the organization to answer **critical questions** during the experience design, resulting in the following outputs:

- |   |  |
|---|--|
| ✓ Experience services across functional areas   | ✓ Automation and low-code, opportunities     |
| ✓ Insights and advanced analytics opportunities | ✓ Enterprise technology platform touchpoints |
| ✓ Learning opportunities                        | ✓ Policy opportunities                       |



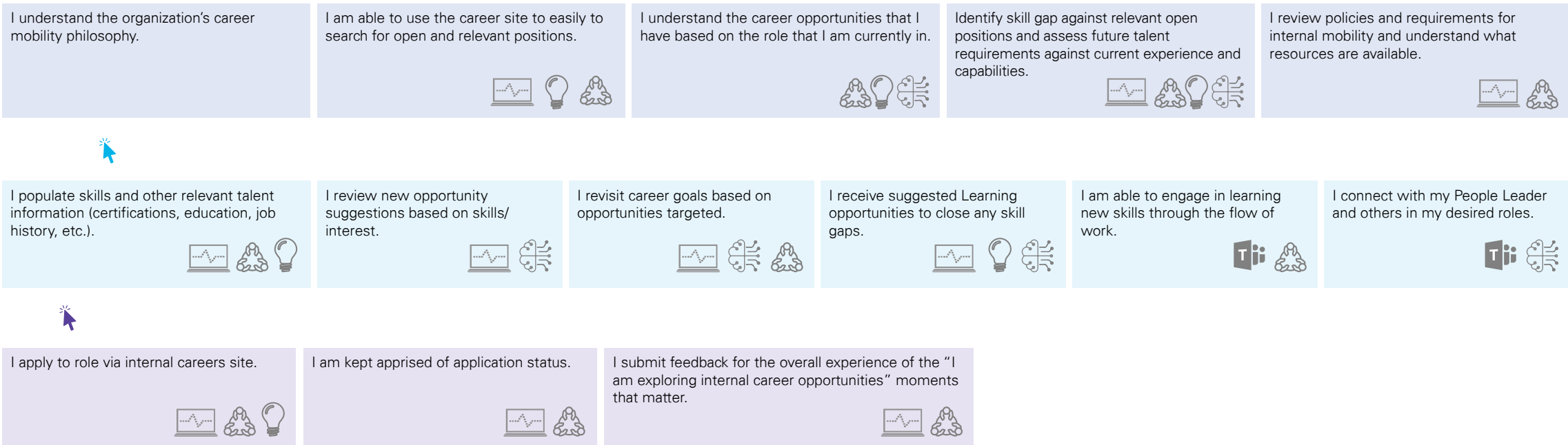
# Design Differently: Experience interaction model with the Moment that matters

Welcome to the Experience Interaction Model for “I am growing my career”! The EIM is a key design artifact for each Moment that Matters you tackle.



**Customer service representative**

## Moment that Matters: I am growing my career



EVP, culture, and inclusion
 Insights and analytics opportunity
 AI opportunity
 Technology interactions

# Why now?

In the future of work, mastery of the digital EX appears poised to separate market-leading organizations from the pack. Talent is the fuel of every organizations' growth strategy. Attracting and retaining top talent through modern experiences can drive productivity increases, efficiency gains, and cost savings.

## Potential outcomes on digital EX investments:

- Improved labor retention
- Improved talent attraction
- Improved employee satisfaction
- Improved HR program synergies
- Reduced HR administration
- Lower severance costs
- Less time to fill roles
- Lower learning costs
- Lower turnover



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**John Doel**  
**Principal**  
**Human Capital Advisory**  
E: [jdoel@kpmg.com](mailto:jdoel@kpmg.com)



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A human approach:  
Employee focused, based on moments that matter in the employee lifecycle, placing employee experience at the center.

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