

# ENGAGING GENERATION ME

## Competitive advantage through employee experience

In a survey of over 500 decision makers and non-decision makers, **Sopra Steria** and **Management Today** were curious to find out how UK organisations are keeping pace with the needs and demands of a new, more mobile, flexible workforce – we're calling them **Generation Me** – employees who demand an employee experience to match the kind they expect as customers.

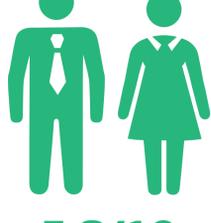


We asked our audience to rate how high a priority the employee experience was within their organisation.

Whilst our decision makers rated the employee experience a 'high' priority, scoring **7.5/10**



**7.5/10**



**5.8/10**

Our non-decision makers rated employee experience a much lower priority at **5.8/10** showing a disconnect between the endeavor of the board and what employees are experiencing

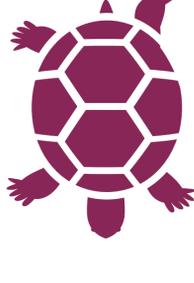
## So, what's causing this disconnect?

### 1. Lack of accountability and direction

**Only 45%** of our decision makers said their organisation had a clear strategy for improving the employee experience



**Only 34%** of all respondents said they have a head of employee experience or someone with specific accountability



### 2. Decision makers not meeting employee needs quickly enough

Across all audiences, working flexibly, being able to communicate anytime, anywhere and on any device, and receiving a more personalised experience were deemed the key innovations to delivering an improved employee experience

### However, in the next three years:



**Only 44%** of our decision makers believed their workforce would be fully connected and operationally mobile



**Only 10%** of our decision makers could see employees being offered the same personalised experience they would as a customer

### 3. Companies could be making better use of technology



**1/2** of respondents have zero access to company processes on their mobile devices



**2/3** of our decision makers have not fully automated employee processes or deployed self-service technology in their organisations

## What consequence does this have?

### 1. People are tied up in manual administrative tasks and not adding maximum value



**20%** of non-decision makers spend more than five hours a month scheduling resources



**10%** of decision makers spend a day's work or more per month on such administrative tasks

### 2. Organisations are not achieving the competitive advantage of a heightened employee experience

When asked to select 'the top 3 benefits they would gain from an improved employee experience'

**1**



**69%** of our decision makers selected increased productivity

**2**



**61%** said greater talent retention

**3**



**43%** chose improved profitability



Put another way, the average FTSE 100 Company with 30,000 employees could be wasting as much as **£13.5m pa** on non-managerial administration, and another **£3.6m pa** on managerial administration.<sup>1</sup>

<sup>1</sup> Calculations based on statistics from Glassdoor, which indicate the average managerial salary in the UK is £52,000; and on a minimum wage of £7.50 per hour for non-managerial staff.

## Could your organisation benefit from an improved employee experience?

Download our opinion piece to understand more about the implications of these findings.

Contact Claudia Quinton "Head of Workplace Transformation" if you would like to understand more about how making small changes across your business can make a big difference in improved employee engagement.