

A woman wearing a pink hijab with a floral pattern is shown in profile, pointing with a black pen at a whiteboard. She is holding a blue folder or notebook. The background is a bright, out-of-focus office environment.

@workplace

Enhancing EX with Workplace for HR

from
FACEBOOK



Employee Experience (EX) is the back-to-work priority for businesses. As the traditional owner of EX initiatives, it often falls to HR to prioritize the touchpoints they want to focus on across the employee lifecycle.

Technology has an important role to play. EX starts with connecting people, so HR leaders should be on the lookout for tools to make people closer, teamwork faster and culture stronger.

Workplace EX HR Framework

Lifecycle	Touchpoint	Experience	How Workplace helps
Find	Recruiting	Talent outreach	Multi-Company Groups Rooms
		Employee referrals	
Find	Onboarding	Diversity, inclusion and belonging	Groups Workplace Chat Knowledge Library Org Chart
		Candidate management	
Grow	Purpose	Leadership	Official Groups Live video Q&A Posts Polls Surveys
		Strategy	
Grow	Purpose	Vision	Official Groups Live video Q&A Posts Polls Surveys
		Values	
Grow	Purpose	Mission	Official Groups Live video Q&A Posts Polls Surveys
		Transparency	
Grow	Purpose	Voice	Official Groups Live video Q&A Posts Polls Surveys

Lifecycle	Touchpoint	Experience	How Workplace helps
Grow	Learning and Development	Building learning experiences for career growth Making recognition personal, timely and inclusive Health, mental and financial wellbeing	Achievement Posts Groups Learning Live video Knowledge Library
Innovate	Workflow	Autonomy Technology Environment Communication Remote work Collaboration Work-Life management Safety	Groups Rooms Workplace Chat Integrations
Analyse	Offboarding	Interview	Multi-Company Groups Surveys

Whether you're looking to align people behind a company mission, make important information more discoverable, or create a culture of recognition, Workplace has the tools to help you do it.

Make recruiting more seamless

The recruitment process creates a make-or-break impression that contributes significantly to EX. Having an easy way to connect and share files with candidates (like Workplace Multi-Company Groups) is a necessity. And if you're using video conferencing software for virtual interviews, make sure it doesn't involve complicated downloads or dial-ins. Bonus points if you can join just by clicking a link, like Workplace Rooms (available in beta).

Faster onboarding

Eighty-eight percent of employees aren't satisfied with their onboarding experience¹. For the best experience, bring candidates together in a virtual community so they can connect with each other as well as managers and mentors. Make important information like policy guidance or employee handbooks easily discoverable on desktop or mobile - Workplace Knowledge Library can help here.

Create a sense of purpose

Seventy-two percent of executives agree that purpose gives employees a sense of fulfillment². It starts with authentic, leader-led communication. Ditch the email and memos, and embrace Live video to start company-wide conversations. With Workplace, you can go live on a mobile or desktop at the touch of a button.



Invest in career growth

Ninety-four percent of employees would stay in their role longer if their company invested in their career³. Increasingly, people expect tailored learning experiences that aren't tied to a classroom. Consider live video broadcasting again, or Learning Posts on Workplace to make classes available anytime, anywhere.

Improve workflows

Fifty-eight percent of employees say they're unsatisfied with their day-to-day work⁴. Integrations with the tools you're already using can make teamwork easier and more delightful (Workplace integrates with the likes of G Suite, Dropbox and Quip). While instant messaging tools (such as Workplace Chat) can enable faster decision making.



Creating a sense of belonging at Kering



K E R I N G

Kering is the luxury fashion group behind brands like Gucci, Alexander McQueen and Balenciaga. It employs 35,000 people in 50 markets around the world - 60% of them in its retail stores. However, when Béatrice Lazat became SVP of Human Resources at Kering she realized that although people felt a strong sense of loyalty to their individual 'houses', there was very little sense of identity within the company as a whole.

"I wanted to connect everyone in the company to share news, successes and really make them feel like they belong," she recalls. Béatrice brought in Workplace because "we wanted to give our employees the best experience, and at the same time we wanted to equip

our HR community with the best tool to manage the full work life cycle of our people."

Today, 85% of people at Kering are active Workplace users. There are over 30,000 people in a single group, the Kering Universe, which "reflects the diversity of Houses, the diversity of people and countries that we have," Béatrice says. "It allows us to communicate very rapidly to all of them. Sometimes I wonder what we did before we had the Kering Universe in Workplace because now it has become so easy."



Sources

- 1 Gallup, 'State of the American Workplace', 2017
- 2 EY, 'Why Business Must Harness the Power of Purpose', 2018
- 3 LinkedIn, 'Workforce Learning Report', 2019
- 4 Deloitte, 'Human Capital Trends', 2019

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