



WORKPLACE EXPERIENCE



The new driver of sustainable business value.

Why transformation starts with your workplace.

Transformation starts here

Every business outcome — from productivity and efficiency to talent retention, innovation and growth — starts with your employees.

But while the business headlines focus on customer experience as a major transformation opportunity (and, of course, it is hugely important), many companies are discovering a less-obvious but equally powerful force: the workplace as driver of sustainable value.

Today, however, most employees' workplace experience is dramatically different from their lives outside work. The challenge is to transform the workplace to give employees experiences that are at least as good as the ones they get as customers. To empower them with great technology, intelligent processes and streamlined operations.

Deliver this new workplace and the sky's the limit. Fall short and you'll struggle to keep your best people and get the most out of everyone.

It's easier said than done. Organizational silos, legacy technologies and constrained transformation initiatives have all had a profound downstream impact on employees.

Clearly, this is far more than just an IT issue. It's a core business challenge for leaders across HR, operations and the core business functions, working together with the CIO.

It's time to join forces.



¹"Building business value with employee experience," Kristine Dery and Ina M. Sebastian, MIT Sloan Center of Information Systems Research (CISR), Research Briefing, Volume XVII, Number 6, June 2017

Workplace Experience drives business success

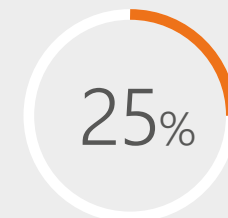
Recent research¹ from the MIT Sloan Center for Information Systems Research (CISR) shows that companies with the best employee experiences see dramatic business benefits. The top quartile performers in employee experience saw these gains:



Double the customer satisfaction (industry-adjusted Net Promoter Score, NPS).



Twice the innovation in terms of percentage of revenues from new products and services.



25% greater profitability compared to competitors.

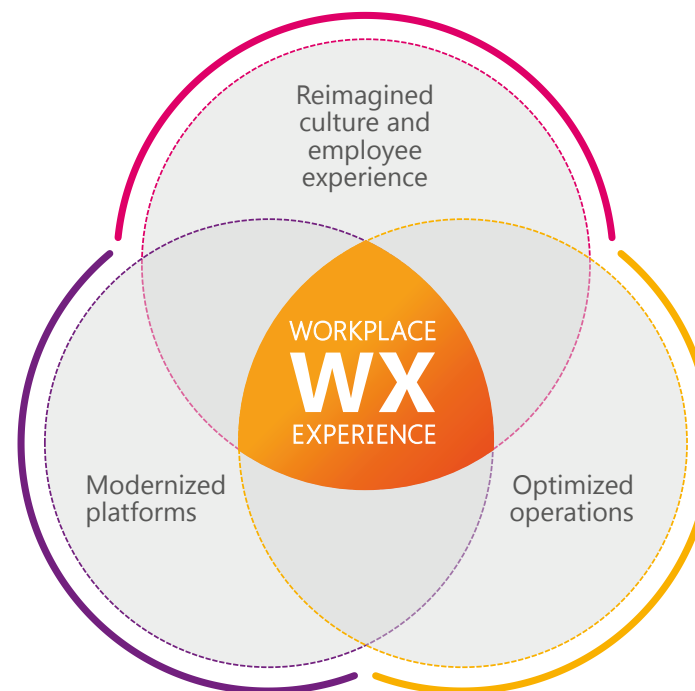
What is WX?

Workplace Experience is a new approach that embraces the entire workplace to drive sustainable value. It combines technology, operations, culture and employee experience in a holistic approach focused on cost efficiency, productivity and growth.

The modern workplace experience requires a holistic approach, across technology, operations, culture and employee experience.

Introducing WX: Workplace Experience

Because the workplace is so important as a transformation enabler, Workplace Experience has become a critical new discipline for business leaders.



Reimagine culture and re-engineer end to end EX so that it has parity with CX

Both IT technologies and approaches sustainably modernized

Re-wire ways of working to reflect the emerging future of work

The elements of WX

Instead of addressing transformation in silos, Workplace Experience brings together the key drivers in one, integrated discipline to create sustainable value:

Modernized platforms

In which IT and business leaders work together to design and deploy cost-efficient, highly responsive and secure evergreen workplace platforms to help your people to work in new ways.

Reimagined culture and employee experience

Increase the productivity and engagement of your talent by creating enhanced employee experiences that have a direct impact on your customer experiences.

Optimized operations

Drive sustainable growth, new sources of revenue and innovation by putting workplace at the heart of your business evolution.

Spreading the work (and benefits) across everyone

Workplace Experience is a strategic collaboration across the business:



The new WX champions

The key to successful Workplace Experience programs is that they must be driven by multi-disciplinary teams, looking across people, processes and technology. To succeed, WX programs should include:

The CIO/CTO

Charged with building and sustaining cost-efficient, highly responsive and secure evergreen workplace platforms. These IT leaders can show the business “the art of the possible”, find the best value opportunities, then partner with the business to lead the modernization initiative and drive adoption.

Chief Human Resources Officers (CHROs)

Charged with retaining, engaging and increasing the productivity of talent. The new HR leader recognizes the importance of WX and active change management for employees who are increasingly expecting consumer-like technologies and experiences. They achieve this by creating enhanced employee experiences that have a direct impact on customer experiences and wider business outcomes.

Business unit leaders

Charged with driving sustainable growth, finding new sources of revenue and leading innovation by putting workplace culture, experience, operations and technology transformation at the heart of business evolution. Enlightened leaders in every discipline from sales, R&D and customer service to product engineering, manufacturing and finance are seeing the power of WX to drive their critical KPIs.







We can help transform your WX.

Avanade can help you redefine
the workplace as a creator of
sustainable value.

WX in action: Generating value from the workplace experience

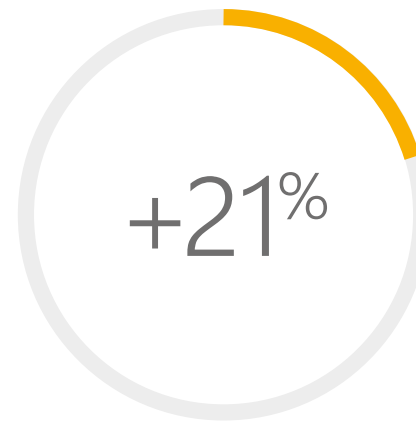
Workplace Experience programs are driving significant business outcomes across all industries. The wins are there, waiting for any business to seize the many opportunities.

A modernized workplace platform at Towergate

Towergate is one of Europe's largest independently owned insurance brokers for corporate clients and direct customers. Recent acquisitions had led to fragmented IT systems, applications and processes. It was expensive, made collaboration difficult and the customer experience wasn't optimal.

They undertook a workplace transformation focused on creating an evergreen workplace platform. By rationalizing and modernizing IT to the cloud, they saw immediate, tangible results with **30% cost savings**. Today, the company is smarter, faster, more reliable and fit for the future.

[Watch the client video²](#)



Companies with highly engaged workforces are **21%** more profitable.³

Reimagined employee experience for a consumer goods leader

A large consumer packaged goods company wanted to improve talent retention and support the creativity and productivity of its employees. Avanade helped design and deploy a new portfolio of Employee Digital Services spanning the entire employee lifecycle including on-boarding, day-to-day working, development and networking. The result: an **85% increase in employee satisfaction.**

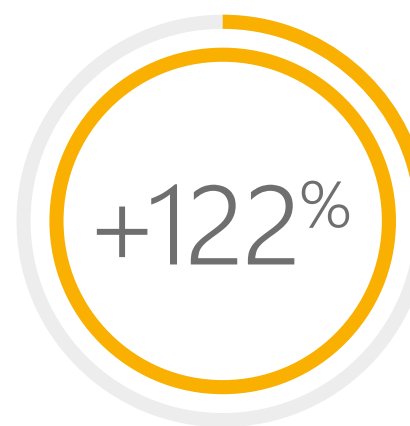
Global cleaning products vendor discovers 27% incremental product revenue opportunity

We analyzed customer data and identified corrective actions using workplace data and insights. We created a new machine learning model, a mobile application and optimized client management processes to help predict the outcome of health department audits.

Employees can predict the outcome of customer health inspections with **87% accuracy**, enabling them to deliver an improved customer experience and discover a potential **27% incremental sales opportunity.**

[Read the client story⁴](#)

“By 2020, the greatest source of competitive advantage for 30% of organizations will come from the workforce’s ability to creatively exploit digital technologies.⁵”



Companies with great EX outperform the S&P 500 by **122%.**⁶

Conclusion: There's a new X in town

For an increasing number of enlightened companies, we're entering the era of WX.

In all of these pioneer organizations, dynamic leaders are realizing that they need to come together to drive change where it matters most, putting the workplace at the center of sustainable value creation.

They're also seeing that the big-bet investments in cloud-based platforms that they've already made can and must be harnessed for far greater workplace benefits.

As the client stories in the previous pages show, these HR, Operations, IT and business unit leaders have seen that systematic, holistic workplace transformation touches everyone in the company, contributing to strategic outcomes across the business.





The time for WX is now:

The technologies are in place

From evergreen cloud platforms and collaboration innovations to AI, workplace analytics and Robotic Process Automation.

The need is clear

Trends like the changing workforce, the war for talent, widening skills gaps and the consumerization of IT are colliding. Employees expect highly engaging experiences from their workplaces. And business leaders are under pressure to find new sources of value.

The rewards are tangible

The companies making big leaps in WX are seeing corresponding uplift across the business, with measurable improvements in growth, profitability, efficiency, innovation and customer experience. They're proving the power of WX.

For visionary business leaders, the opportunity is enormous. It's time to realize that value.

We can help transform your WX

Avanade can help you redefine the workplace as a creator of sustainable value.

We transform culture, technology, experiences and operations to increase cost efficiency, productivity and growth. Our end-to-end approach combines strategy, implementation and managed services, augmented by industry expertise, specialist tools and IP.

Visit **www.avanade.com/WX** to find out more.



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries.

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