





HEAD OF EX STRATEGY SOLUTIONS EMEA  
QUALTRICS

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“In a world where money is no longer the primary motivating factor for employees...  
EMPLOYEE EXPERIENCE IS THE MOST  
PROMISING COMPETITIVE ADVANTAGE that  
organisations can create.”

JACOB MORGAN, AUTHOR OF 'THE EMPLOYEE EXPERIENCE ADVANTAGE'



# The business context is changing



- Businesses are reinventing themselves
- Relentless cost pressure
- The technology race
- We're not fast enough
- Money is no longer enough
- Personal doesn't mean human



# We are at a significant turning point



“

The companies who start to think about every **EMPLOYEE AS A CUSTOMER** will be the ones who win...



- Digital channels are the dominant ways people interact with companies
- People expect great experiences in every interaction...and don't have to stay if they don't get it
- Data insight allows for highly personalised experiences

# The rise of the digital experience



“

Digital is **something you are**, not just something you do...It's about how you **think**, how you **behave**, what you **value**, and what **drives decisions** in your organisation.



A horizontal bar with segments of green, blue, and purple, followed by a large blue chevron pointing right.

Understand what changes are taking place in the work and home environment

A large blue chevron pointing right.

Put users at the heart of the organisation

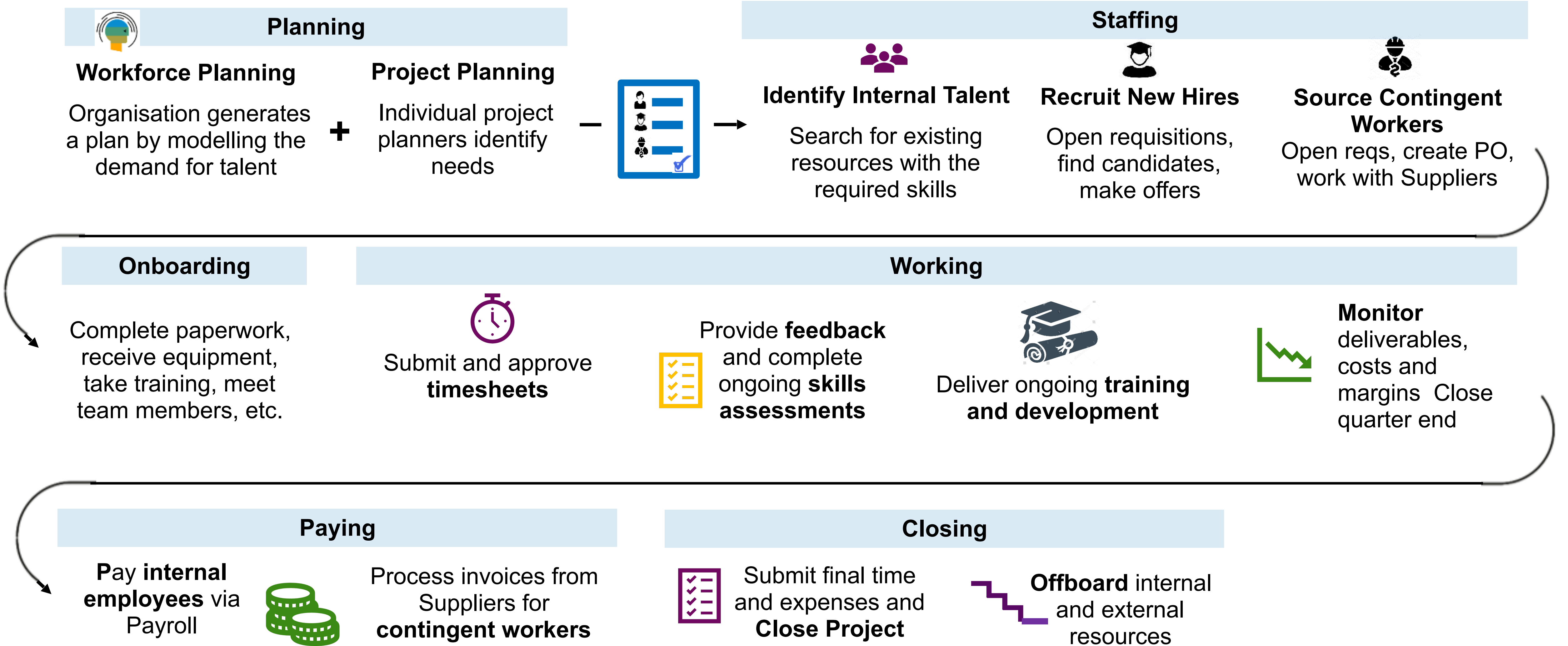
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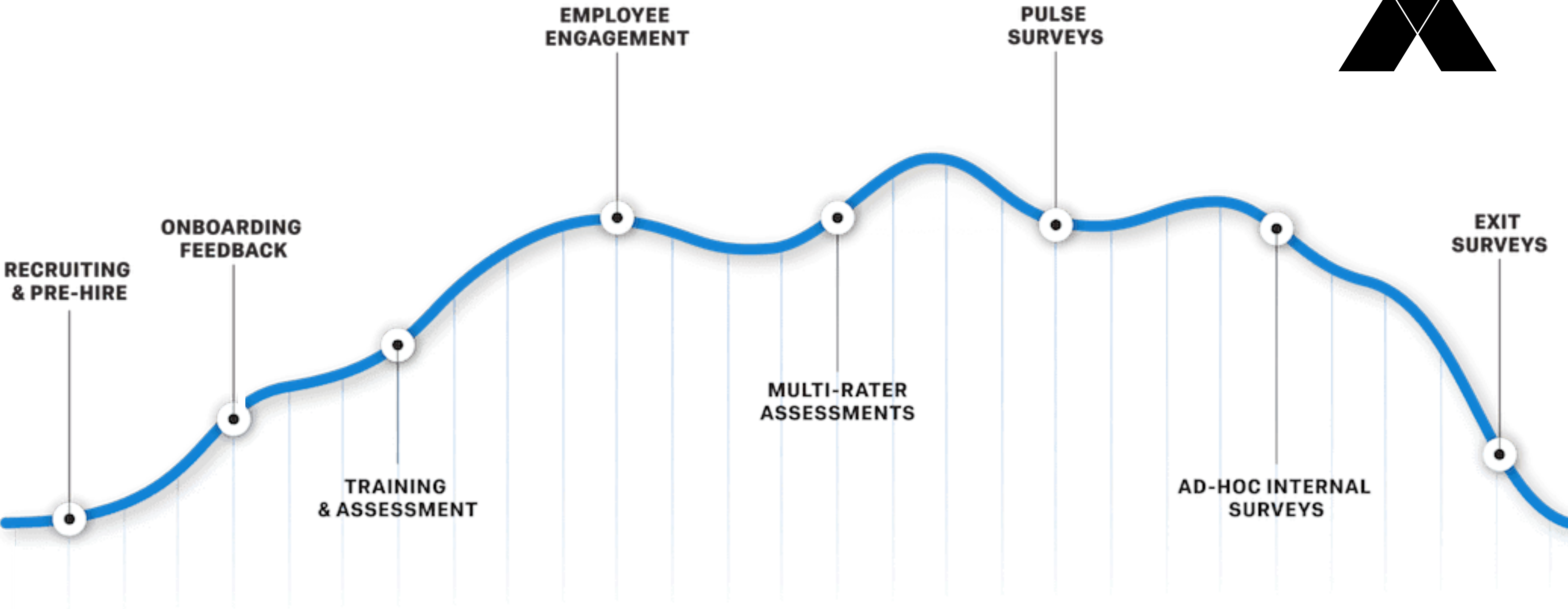
A bold, open, curious leadership culture

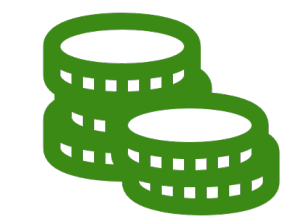
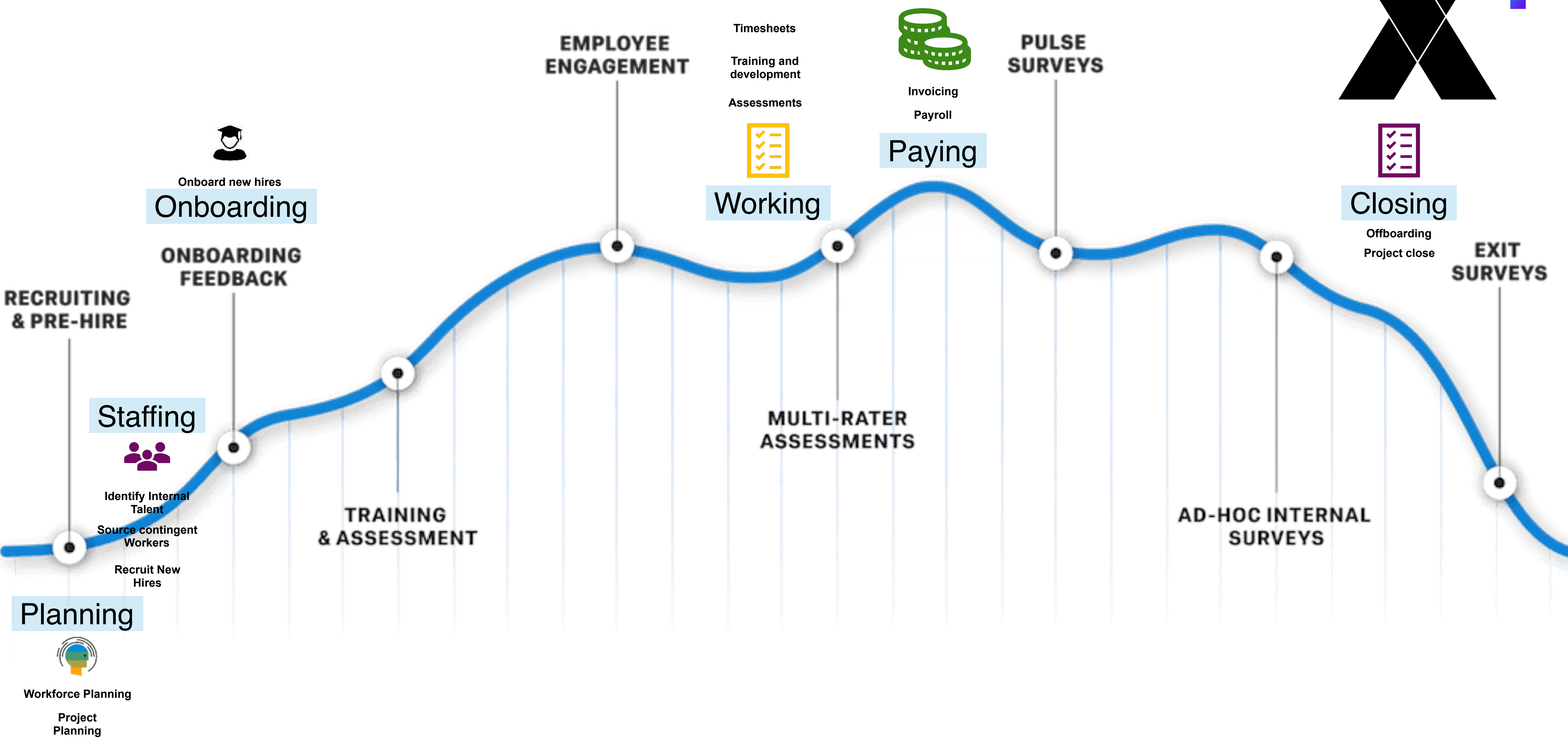
A large blue chevron pointing right.

Implement highly-agile technology, data and processes that serve the organisation's goals











# 4X A YEAR

The most popular  
frequency for being  
surveyed for feedback



Employees who say their employer  
acts on feedback are

**4X MORE  
LIKELY**

to stay with the company than employees who  
don't think their feedback changes anything



# 51%

of CHROs say employee experience  
is a top 3 priority in 2019



HOW DO YOU MAKE THIS A REALITY?



Think people first,  
measurement second



# 2

Merge X+O data



3

Focus and act on the  
things that matter



# 4

Start anywhere,  
then go everywhere



HEAD OF CULTURE & ENGAGEMENT | HR  
BARCLAYS

Laura Farrelly



HEAD OF ENGAGEMENT  
THREE

Simon Daly