



**How to Create the Ultimate
Employee Experience**
THE ROI OF HAPPY WORKERS

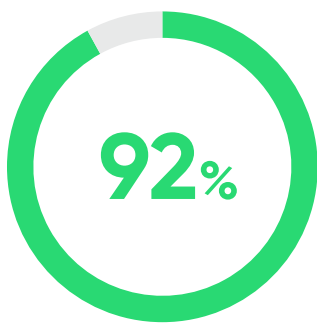
Contents

Engaging Employees is Good for Business	3
How to Create the Ultimate Employee Experience	4
Support Your Managers and Team Leaders	4
Managers need motivation too	4
Help them communicate with their teams	4
Offer better training and performance tools	5
Give Your Employees Opportunities to Grow	6
Skill development training	6
Executive coaching and mentoring	6
Webinars	7
E-learning modules	7
Performance-enhancing games and contests	7
Encourage Open-Door Communication	8
The virtual door is always open	8
The team that plays together stays together	9
Be Consistent with Positive Feedback	10
Gamifying employee feedback	10
Why instant recognition is key	10
Some occasions that call for celebration	11
How to celebrate your employees	11
The ROI of Employee Experience	12
About Raydiant	12

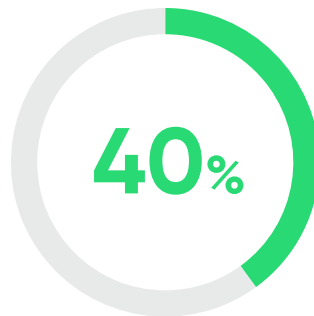
Between more millennials and Gen Z entering the workplace and the havoc the pandemic wrought, there's a significant shift happening in the workforce. If employers want to attract and retain top talent in this new market, they must meet the evolving expectations of today's employees. What do employees want in 2021 and beyond? To feel empowered, motivated, and recognized. In short, an elevated employee experience. If you're a business leader, why should you be paying attention?

Employee experience—good or bad—affects every part of your business. Neglect it, and you'll see more turnover and less repeat business (unhappy employees are like kryptonite to customers!). Build a better experience for your workers and you can expect a higher-quality customer experience (meaning more sales, more loyal customers, and more positive reviews). Your productivity will improve, your ROI in your employees will increase, and you'll keep your top performers from looking elsewhere. Let's take a closer look at how employee experience impacts your business.

Engaging Employees is Good for Business



92% of Human Resource managers report employee experience as their top priority.



More than 40% of the global workforce is considering leaving their current employer.



Employees who are consistently acknowledged for good work are 5x more likely to stay at their job.



\$1.1 BILLION is lost a year due to employee turnover.



Happy employees are, on average, 20% more productive at their job.



Unhappy employees take 15 more sick days per year than their team mates.



Companies that engage their employees outperform their peers by 147% in earnings per share.

How to Create the Ultimate Employee Experience

SUPPORT YOUR MANAGERS AND TEAM LEADERS

When employing an employee experience strategy, your managers and team leaders are your frontline workers. As employees themselves, they, too, will be affected by the changes you make to your company culture. Their actions will also have a larger impact on your workforce (considering that [50% of employees](#) leave a job because of their boss). That is why, when it comes to creating a positive work space, you must start at the top

Managers need motivation too

Nearly [60% of business leaders](#) report feeling burned out on a daily basis. And [1 out of 4 managers](#) say they're not motivated by their work. It's no wonder: they're shouldering an increasingly disengaged workforce along with their own job duties and stresses. Our managers need our support to stay motivated and engaged for their own happiness, and so they can set the right tone for their teams.

Managers, like most employees, need to feel like what they're doing at work is making a difference on a larger scale. So, whether it's helping them learn a new skill or meet an important goal, [workplace games](#) can be powerful motivators for both managers and their teams. Company contests, competitions, tournaments, and other game-like performance drivers are not only shown to increase productivity, but they build rapport between employees and departments, building a stronger company culture.

Workplace games also present an opportunity for public recognition—which [58% of employees](#) consider the most important driver of workplace engagement. Your managers are people too, and need just as much kudos and feedback as other employees—if not more. One study revealed that [55% of Fortune 1000 executives](#) lack coaching or feedback. If we're looking to improve our workplace culture, we need to do better.

Help them communicate with their teams

It's a wake-up call of a statistic: [69% of managers](#) report feeling uncomfortable communicating with their employees. And [72% of employees](#) say their performance would improve if they had more regular feedback from their managers. Communication is critical to your business success, and to your workplace morale. No one does their best work in a vacuum, and your managers need a better way to stay connected with their teams.

[Workplace Hub](#) keeps your workers connected—whether they're working in the same building or in a

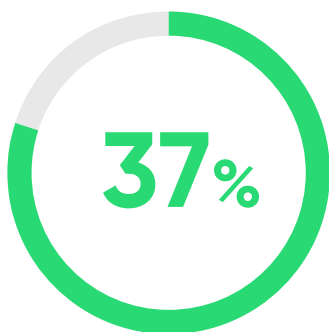
different location. This all-in-one virtual communication tool allows managers to check in with their team, and allows team members to ask their manager questions and receive training virtually. All-hands meetings, collaboration sessions, social chats, performance reviews, employee trainings—Workplace Hub makes it all possible for in-house, remote, and hybrid teams.

The system is its own hub, separate from the main workstation, so your employees can keep it on or hop on instantly without interrupting their work. Using video chat, Workplace Hub gives your team the face-to-face communication needed to build better workplace relationships. Real-time document sharing and editing, along with on-screen messaging, makes this a multi-functional communication tool for any workplace.

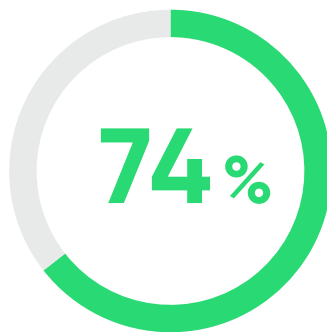
Offer better training and performance tools

Companies that invest in employee training see a **24% higher profit margin** than those that don't. Aside from profitability, employee training affects how well you attract, and keep, your best employees. Your employees are looking for ways to build their skill set, and grow their careers—and **40% of them will leave within the first year** if they don't receive these training opportunities. Think managers are exempt? **Up to 59% of managers** of small teams report receiving no training at all.

Research reveals that gamified training and performance tools **increases employee motivation by 48%**, and **79% of employees** say it makes them feel more purposeful at work. Performance-enhancing platforms like **Hoopla** provide everything you need to turn reaching your business goals and employee KPIs into interactive, exciting contests, competitions, tournaments, and team battles. A leaderboard that automatically pulls key metrics from your spreadsheets, CRM, MAS, and other data sources. You get to keep track of who's in the lead, and who's winning, on Raydiant-enabled screens showing the Hoopla leaderboard, which offers player photos and stats like a sports game. When a team or employee wins, the leaderboard celebrates the winner with fun graphics and music, giving your top performers the public recognition they're looking for.



of managers say they're uncomfortable giving employees direct feedback about their performance.



of employees feel they're missing out on important company information.



communicate workplace goals daily.

GIVE YOUR EMPLOYEES OPPORTUNITIES TO GROW

According to a study by [ClearCompany](#), 76% of employees are looking for career growth opportunities. Giving your employees opportunities to grow by helping them learn new skill sets and honing their performance gives them the sense of investment in your company. In turn, you are investing in the growth of your company by helping employees be more productive and effective at their job.

Millennials and Gen Z (who collectively make up about 60% of the global workforce) are looking for more than a job: they want meaningful careers that inspire growth. To stay competitive in the talent marketplace, you'll need to offer a more engaging approach to professional development. Here are some examples of popular professional growth and development activities:

- » Skill development training
- » Executive coaching and mentoring
- » Webinars
- » e-learning modules
- » [Performance-enhancing games and contests](#)

Skill development training

When done right, skill development training will help you develop your employees and your business at the same time. To create an effective training plan, you must:

- » **Identify your overall business goals.** Are you looking to turn more prospects into qualified leads? Grow your marketing audience? Establish your brand as a thought leader? Whatever your goal, that's where you start.
- » **Analyze what skills your employees need to develop** to achieve these goals.
- » **Find out what motivates your employees.** (Hint: it will likely be different for each employee.)

Once you've identified these key elements, you're ready to put together a killer training program.

Executive coaching and mentoring

Mentors and coaches offer two things your employees want more of: feedback and personalized training. Whether you use in-house leaders or hire coaches from outside your organization, the effect on employee engagement—and your bottom line—can be significant. Most companies report higher employee satisfaction and productivity, and recoup [an average of 6x the cost of coaching](#). Other benefits include better working relationships between teams and supervisors, increased job satisfaction, better customer service, and a stronger company culture overall.

Webinars

The best part about webinars, aside from their training ability, is how accessible they are. Live or recorded, you can offer webinars to your in-house and remote workers, no matter where they live. Employees like webinars because of this flexibility. Live webinars also encourage employees that may not feel comfortable participating in person to do so virtually. Recorded webinars give employees the opportunity to learn at a pace that's comfortable for them, and to have the content for future reference. And compared to other employee training programs, producing a webinar is often more cost-effective (especially when you consider the travel costs of flying in employees from different locations for a live training session).

E-learning modules

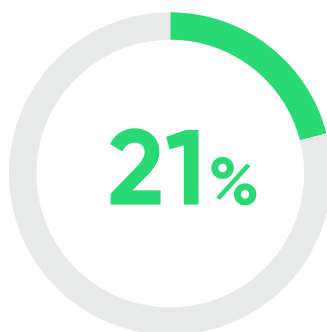
These training modules use audio and video recordings, presentations, and other online tools to create a virtual classroom where employees can learn interactively. The benefit, of course, is that you can access these modules on any internet-connected device, anywhere. In this way, you can keep dispersed teams and in-office workers training from the same playbook, so to speak. E-learning is an especially engaging teaching method, since it uses multiple formats (written, audio, visual) to get the point across to different learners. And, when your employee completes the course, you can test their knowledge with a quiz and provide a training certificate, for that sense of purpose and accomplishment they crave.

Performance-enhancing games and contests

Gone are the days of boring corporate training sessions. Today's employees want a more immersive experience. Gamification has gained popularity as a proven way to engage, train, and motivate employees. Because they're interactive, and offer healthy competition and positive feedback, [workplace contests](#), [competitions](#), [tournaments](#), and [battles](#) are used to drive workplace performance. Put simply, people love playing games, and they love to win. Tap into those desires by offering some friendly competition and a chance to be publicly "crowned" the winner. Our Hoopla program makes it easy to turn your KPIs and company goals into games. It pulls from multiple data sources to create real-time leaderboards that show on a moment-to-moment basis who's in the lead, and who's winning (complete with celebratory confetti and music).



Nearly 59% of employees report having no workplace training.



On average, companies that invest in training see a 21% gain in profit



Inadequate workplace training can lead to more than

\$500

BILLION IN LOSSES ANNUALLY

ENCOURAGE OPEN-DOOR COMMUNICATION

Employee experience is unequivocally linked to employee communication. Research shows that when an employee enjoys meaningful back-and-forth communication with managers and co-workers, they are more likely to stay with a company and do their best work. Not only do employees want a better buy in, sharing their thoughts and ideas on how to better your business and perform their work tasks, but they also crave consistent feedback. And more than [80% of American workers](#) say that communication is key to building trust with an employer. So it's unsurprising that consistent workplace communication [increases productivity by up to 25%](#), and brings in [21% more revenue](#). How do you create this culture of open-door communication in your workplace?

The virtual door is always open

In today's world of remote working, hybrid teams, and hot desks, staying in communication with your workers requires the right technology. Raydiant's [Workplace Hub](#) is its own, all-in-one workplace communication hub that provides real-time, face-to-face communication with employees—no matter if they're in the same office or on another continent.

This innovative system was built for today's and tomorrow's workforce—presenting personal communication via video chat, as well as document sharing, live coloration tools, and on-screen messaging. An all-inclusive, plug-and-play system that works right out of the box, Workplace Hub is easy to onboard, plus it operates on a system separate from your main workstation. No more dropping everything to take a call, or losing focus when you're in "the zone." Simply call or answer a call with a click—no meeting IDs or calendar invites needed. And if you want to jump in or out of a meeting—or between meetings—you can do so with the touch of a button. Think of it as the digital version of popping in to your co-worker's office to chat. Workplace Hub lets you choose from a Raydiant-enabled screen or a fully loaded tablet, or you can download the software to your tablet, to enjoy instant communication.

How to use Workplace Hub to communicate with in-house, remote, and hybrid teams:

- » All-hands meetings
- » Interviews and onboarding
- » Collaboration sessions
- » Project kick-off meetings
- » Video chats for employee questions/feedback
- » Webinars
- » Q&A sessions
- » Conferences
- » Employee trainings
- » Performance reviews
- » "Watercooler" social chats
- » Company parties and special events

The team that plays together stays together

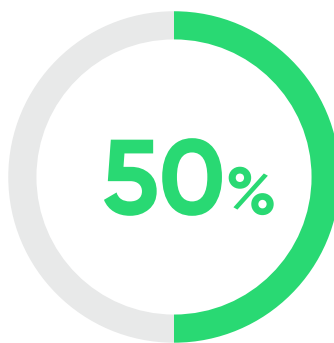
In the workplace, the importance of socialization is often overlooked—yet studies show that it **improves communication by an impressive 50%**. Many Fortune 1000 companies have used performance games and team building exercises to boost employee morale and create a more cohesive workforce. Games alone have been shown to **increase employee motivation by 48%**, with **82% of employees** saying that games simply make them happier at work.

Raydiant's Hoopla integration enables companies to use their key metrics in combination with live leaderboards to play performance-enhancing games. Employees can compete for top performer status in friendly company-wide contests, or work in teams towards a collective win in tournaments and competitions. One-on-one battles can energize your workers (in-office, remote, or hybrid) to work harder to see their name at the top of the leaderboard as "winner."

Hoopla games encourage a goal-oriented workplace culture—and makes it fun in the process. The data integration and live leaderboards let you track business goals as well as team and employee KPIs, so you can spot data trends and keep track of where employees are shining, and where they're falling behind and may need help. The live leaderboards also help your employees keep track of their own progress, and celebrate your top performers with instant (and public) recognition. The Hoopla system also integrates with communication channels like Microsoft Teams and Slack for even more virtual ways to connect with your workers, keep them informed, and cheer them on.



Organizations with effective communication tools are 3.5x more likely to outperform their competitors.



50% of high-performing organizations invest in modern communication tools and technology.



Workplace games have been shown to increase productivity by up to 50% and increase engagement by 60%.

BE CONSISTENT WITH POSITIVE FEEDBACK

What do employees want even more than money? You guessed it: feedback. [Two-thirds of employees](#) believe it's important, and [65% of them](#) want more feedback than they are currently receiving. Feedback is not only essential for ensuring happy, engaged workers, but it's also a must-have for your bottom line. When you consider that [4 out of 10 workers](#) are actively disengaged when receiving little to no feedback—and that disengaged workers [cost American](#) businesses up to \$350 billion collectively per year—it becomes a conversation companies need to have.

Gamifying employee feedback

Although your employees want—and need—all forms of feedback, the positive kind is critical to buoying morale, encouraging certain behaviors, and driving performance. The Hoopla platform lets you [turn performance goals into games](#), and provide consistent feedback in the process via real-time leaderboards around the office. The system's seamless integration automatically pulls data from spreadsheets and performance tracking software into sports-like leaderboards that display all the players (including photos and stats) and who's in the lead. When a winner emerges, they are celebrated on screen with dynamic graphics and music.

Hoopla also loops your remote workers into the fun and games. With a pre-configured Surface Go 2 tablet, they can join in the competition and stay connected with their team. In the office or not, your employees will appreciate the clear-cut goals and real-time performance tracking that Hoopla games offer. They'll also love being celebrated in front of their peers when they reach the top of the leaderboard.

Why instant recognition is key

The key to acknowledging your employees is to offer instant recognition. Positive reinforcement works best when it directly follows a desired behavior, creating an afterglow effect that lasts much longer. Undeniably, timely praise is linked to improved work performance and better work relationships. As a result, the majority of managers—[60%](#)—in one survey said they considered the timeliness of employee recognition to be extremely important. Why? Because they saw a direct correlation between the immediateness of the recognition and the likelihood that the employee would repeat the positive behavior in the future.

Experts agree that you should recognize your employees within 24 hours of their achievement. The commendation should be sincere and specific (in other words, the reason(s) they are celebrated should be made clear). You'll also need to know a bit about each employee to know whether you should give them a "job well done" gesture publicly or in a more lowkey manner. Some employees love to see their names and photos around the office, while others might prefer a more discreet gift card or personal "thank you" email from the CEO. But however you decide to celebrate your employees, don't wait to do it for the big moments. Showing your appreciation for smaller wins will keep them engaged and motivated along the way to larger goals.

Some occasions that call for celebration

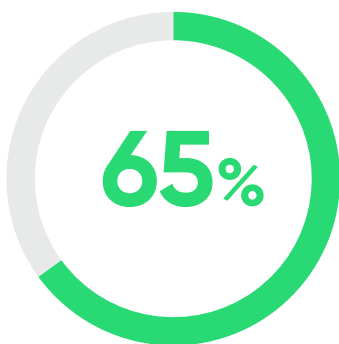
- » Meeting a sales quota
- » Onboarding a new client
- » Closing a big deal
- » Spearheading a merger
- » Releasing a new product/ service
- » Increase in positive customer ratings
- » Fixing a problem
- » Work anniversaries
- » New hires
- » Employee birthdays

How to celebrate your employees

Hoopla lets you give public shoutouts to team members when they reach a KPI goal or win a company contest with their stellar performance. Winners are announced on Raydiant-enabled screens, which become [real-time leaderboards](#) whenever there's a tournament, challenge, battle, or other type of workplace competition. Not only is the public win immediate, but the stats are automatically tracked through Hoopla's seamless data integration, so it's doing all the work tracking key metrics in employee performance.

Hoopla's integrations also let you push celebratory messages to your workers via Slack and Microsoft Teams. Connect either or both platforms to Hoopla for another level of employee communication. For example:

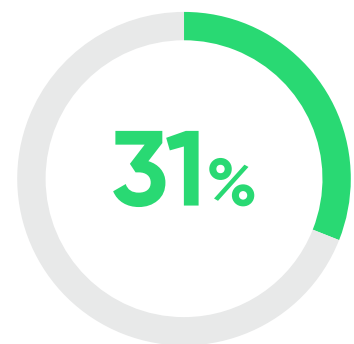
- » The [Slack](#) integration automatically sends Hoopla leaderboard updates, contest scores, and employee wins to your Slack channel. Employees can engage in friendly "trash talk" with competitors, send "go team!" messages during team challenges, and celebrate the winners—all on Slack.
- » The [Microsoft Teams](#) integration connects Hoopla's gamification tools with this messaging app so your employees can track their performance and cheer each other on. You can also use it to send company announcements and reminders, deal alerts, and more.



More than 65% of employees don't feel recognized at work.



reason employees leave their jobs is lack of recognition.



Companies with employee recognition programs report a 31% lower turnover rate.

THE ROI OF EMPLOYEE EXPERIENCE

Investing in your company means first investing in your employees. If they don't have a positive work experience, your whole business will suffer. As the battle for talent continues, and today's workers become disengaged and burned out at an alarming rate, we must take real action if we want to support our employees. Elevating the employee experience not only reduces costly turnover and makes us more attractive in the talent marketplace, but the loyalty it fosters is what's needed to build a stronger brand and a solid company culture. To find out how Raydiant can help you create a more meaningful employee experience, book a free demo today.

ABOUT RAYDIANT

Raydiant's Experience Management Platform enables organizations to build strong, long-lasting relationships with their employees and customers by helping them create memorable, interactive experiences both in-location and in the workplace. Our easy-to-use, plug-and-play, cloud-based solution empowers our customers to create, manage, and scale experiences across 1 or 100,000 locations anytime, anywhere.

To learn more, visit raydiant.com