



# The HR Manager's Guide:

**Reimagining the Employee Experience  
to Stay Competitive in 2022**

Powered by



LET'S INSPIRE

# TABLE OF CONTENTS

<b>Introduction</b>	<b>03</b>
<b>What is employee experience (EX)?</b>	<b>04</b>
<b>Impact of EX on the business</b>	<b>06</b>
<b>How to improve employee experience at your organisation</b>	<b>07</b>
<b>Reimagining the employee experience with altHR</b>	<b>12</b>

## Introduction

Most of us are familiar with the term, customer experience (CX) — the overall perception that customers have of your brand based on the buyer's journey. Think about the last time you had a great experience as a customer, and compare that feeling with that of a negative experience you might've had with a brand.

It's night and day, right? A positive customer experience leads to more returning customers, improved branding, and an overall positive impact on an organisation's business objectives — 32% of customers will walk away from a brand after a single poor experience; the opposite is true for a negative customer experience.

Through the pandemic and the era of digitalisation, this prioritised approach to CX has arguably shifted towards designing a good employee experience. In fact, SHRM says that "the employee experience (EX) is becoming the new CS due to a number of factors, including staffing issues, pandemic-imposed digital disruption, and the advancement of collaborative cloud-based technologies.

With studies showing a correlation between a positive employee experience and revenue growth, what's now clear is the employee experience plays a key role in the survival and growth of a successful company in Malaysia — and beyond.



## What is employee experience (EX)?

Similarly to CX, the employee experience is the overall experience an individual has at an employing organisation. EX goes way back to the moment someone comes across a job ad, through years (or even decades) with the company, and all the way to the moment they are offboarded as they leave the team.

This includes everything that an individual does, sees, and even feels through all stages of the employee lifecycle, so it's crucial to craft an effective EX to give your organisation the competitive edge it needs — in a very, very competitive market. In short, EX requires a holistic approach in identifying the needs and wants of different employees, and designing an experience that is personalised for each individual and versatile for the team.

EX has become more and more impactful in the post-pandemic professional world, with the following pillars crucial in designing a positive employee experience for employers today:



### 1. Understanding employee wants & needs

It's important to understand what employees are looking for in the market today. When designing a good employee experience, look for feedback and research that gives you perspective on what your company's EX should include for the very best results.

The pandemic has changed the way employees generally reflect on their professional lives, and it appears that individuals now place a priority on inclusion and impact when it comes to business goals, as well as work-life balance and even medical benefits/coverage.

Essentially, remember to always see your people as people.



## 2. Culture-setting

When managing the modern workforce, it's important to shift the employer — and subsequently, the employee — mindset from clock-in/out to a result-oriented one. Your culture should encourage employees to think about business priorities versus, rather than simply showing up in the office. Consider the possibility of cross-functional styles and teams, while redesigning the way the workforce is managed via insights-driven decisions and flexibility.



## 3. Personalised environment

Standardisation has been the name of the game for a number of years now, but the demands of the modern day employee call for a more personalised, almost bespoke experience. While it may be unrealistic to truly customise each employee's experience, an effective compromise is to implement a similar segmentation that you see in audience targeting for marketing, categorising employees by job band, designations, or even

Whether your employees are working from the office or remotely, employers need to leverage the power of advanced technologies to offer a comprehensive and positive EX to employees — wherever they are. At the end of the day, a good EX means maximising the potential of the workforce.

## Impact of EX on the business

The most obvious positive outcomes here affect HR metrics such as turnover and retention rates, but Qualtrics reports that good EX also has an indirect impact on the profitability of the company. With studies also showing that companies that prioritise EX typically outperform peers by 147%, it's clear to see that employee experience is a key pillar in the success of businesses — particularly as we begin to emerge from the pandemic era.

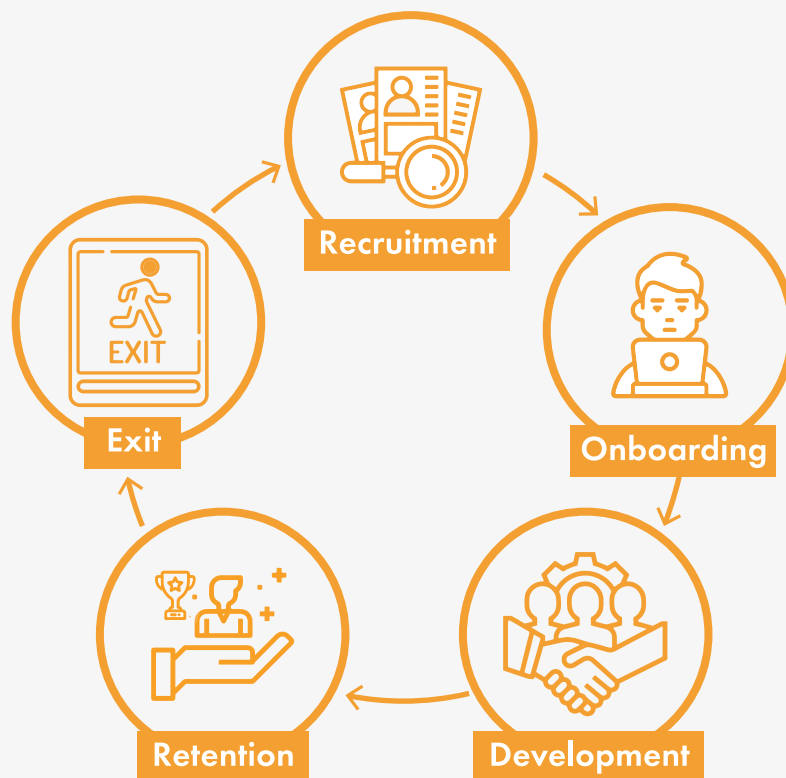
This is why the focus for many companies is already shifting to designing a quality employee experience. This is evidenced by a reported 130% increase in Google searches for the term “employee experience” over the past 5 years, indicating that there is a clear link between employee experience and business performance.

At the end of the day, happy, satisfied, and challenged employees want to do a good job at work, and candidates want to work at an organisation with good EX.

## How to improve employee experience at your organisation

As mentioned above, the employee experience includes the sum of all experiences an employee has over the course of the entire employee lifecycle, which can be broken down into 5 main stages:

Recruitment > Onboarding > Development > Retention > Exit



Breaking down the employee experience lifecycle into distinct stages is a good way to segment the employee journey, and you'll be able to design effective EX for every stage of the employee journey at your company.

This approach also allows employers and HR decision makers to tailor the experience at every step of the way for all employees. As such, it's important to understand the various key stages of the lifecycle, while implementing the right strategies to improve EX at respective stages.





## 1. Recruitment

Digital-savvy competencies are highly sought after in today's digital-first world, and it can be difficult to discover and hire specialists possessing skills on artificial intelligence (AI), blockchain technology, and UX/UI design.

It's important to think about the costs at this stage: the time it takes to discover a talent, shortlist, acceptance rate in cases of offers, and even the success of the candidate as long-term employees. How effective was the job listing? Could the interview process be improved? Did you find the right hire?

Consider implementing pre-hire surveys, while it's also useful to use talent acquisitions solutions to streamline the process with a data-driven approach. Look out for features such as a timeline management system, psychometric assessments, and score weighting — allowing for insights that help employers understand the competency and psychological variables of incoming talents.

[Click here](#) to find out about althR's partnership with OZ, allowing users to access the latter's powerful Talent Acquisition module — offering the best of both worlds between the HRMS and EMS.





## 2. Onboarding

First impressions have a big impact on platonic and romantic relationships, and the same logic applies to professional relationships. After hiring a new employee, the process of onboarding can make or break the experience during the first few weeks (or even months) at a new job.

To help prepare new hires to get settled as quickly as possible and to become productive, it's important to design an effective onboarding experience by

conducting appropriate/sufficient/relevant job training, while settling administrative tasks like ID tags and tax information.

The quicker your new employees are onboarded, the sooner they'll get up to speed. The sooner they get up to speed, the better it is for your company's performance as a whole.

However, there are certain challenges to this — particularly in the digital age with remote and hybrid workplaces becoming more commonplace. Digital onboardings can be an effective solution, helping to reduce paperwork, connect new hires from remote locations, and help new hires get familiar with the company and other need-to-know information prior to their first working days.

[Click here](#) to find out how you can view and create a virtual onboarding experience for new employees with the HR super app, altHR.



### 3. Development

Once fully settled in, the aim is to empower your employees to grow within — and beyond — their roles. You'll need to measure and appraise their performance and productivity, as well as their overall abilities and talents.

It's important to open a clear and transparent dialogue between leaders and team members, where employees should be encouraged to voice out concerns, goals, or other work-oriented matters in a safe place. Consider reducing the time in between performance reviews, so that any potential roadblocks can be addressed, and so that you have a clearer idea of the development of your team members.

[Click here](#) to find out about how althR can seamlessly help to track and monitor the performance of your employees, with admins able to custom appraisal cycles, set eligibility criteria, create rating settings, and even create review questions to be answered by employees of the company.



### 4. Retention

With a recent survey by Randstad showing that 3 in 10 employees in Malaysia plan to change jobs by June 2022, the importance of employee retention cannot be overstated. From a financial point of view, the cost of replacing an employee is very, very high — estimated at around 33% of a new hire's annual salary in training costs, hiring costs, and even lost productivity.

This is an approximated figure that can grow depending on factors such as the employee's seniority, skill level, and remuneration. However, what is clear is that employee retention is a key area for HR, and should be kept in mind when designing a great employee experience.

To combat this, here are a couple of tips:

- Design and understand the company's **purpose & values**
- Build an **inclusive culture**
- Adopt a **data-driven approach** to employee outgoings/incomings
- Offer the **right resources** for your employee to grow

Meanwhile, a highly engaged team is also happier and more productive, with studies suggesting that engaged employees are 87% less likely to leave employers compared to disengaged counterparts. To help with this, invest in the right digital technologies such as centralised systems to help you to stay in touch and manage your employees, while ensuring that they stay driven towards company objectives.

Find out more about improving your employee retention rates with altHR's Employee Engagement modules [here](#).



## 5. Exit

When individuals leave the employment of an organisation, it's important to handle the process properly (from an EX point of view). That's because it offers employers and HR managers a chance to discover why an employee might be leaving, with exit surveys encouraged to ensure that you understand any potential factors or issues that may be there.

Despite the fact that these individuals may not be employees of the company for much longer, it's important to handle their notice periods and subsequent exits in a professional manner. This could have an impact on employer branding, affecting future recruiting efforts and candidates.

Don't forget about the nitty-gritty too — find out about how altHR's Documents and Asset Management modules can help with sorting out paperwork and company equipment when a hire leaves.

Meanwhile, you can also [click here](#) to download a comprehensive collection of HR templates, crafted by specialists here at altHR for free.

## Reimagining the employee experience with altHR

The points above should offer some insights into the importance of building a good employee experience for employers in Malaysia, as well as the key role that decision-makers and HR leaders play in the success of any business or organisation.

And with digital transformation becoming a requirement rather than a luxury option at this point, a powerful HRMS is the glue that holds everything together — particularly when it comes to managing the future-ready workforce. This has necessitated a rethink when it comes to the workforce and talent management, which is readily apparent in digital HR systems, now a must-have element in any successful digital-ready organisation.

A reliable, comprehensive digital HRMS will handle the end-to-end of all things HR — including employee engagement, onboarding, talent management, and even digital workforce management.

Enter: Digi's super app, altHR — as utilised by over 1,500 employees of the telcogiant in Malaysia, as well as organisations of varying sizes including Focus on the Family Malaysia, Warnakala, Lumi News Malaysia, and more! Designed to help businesses in Malaysia survive, and thrive in 2022 (and beyond), altHR has undoubtedly become essential for organisations of all sizes looking to successfully navigate the new normal, and the digital era.

With a wide range of modules ranging from core HR functions such as Leaves and Expenses to Time Tracking and Rostering, the super app even comes with add-on features that truly help to take your HR to the next level. This includes modules such as Performance Management for regular employee appraisals, Spaces for check-ins and occupancy monitoring for communal spaces in the workplace, and even an e-Gifting feature to help employees stay connected during a difficult, remote period.

It's a continually evolving product, and one that has a stated aim of being the perfect tool to help Malaysian businesses' digitalisation journeys.

**Ready to go digital with altHR?**

[Click here to find out more](#)

