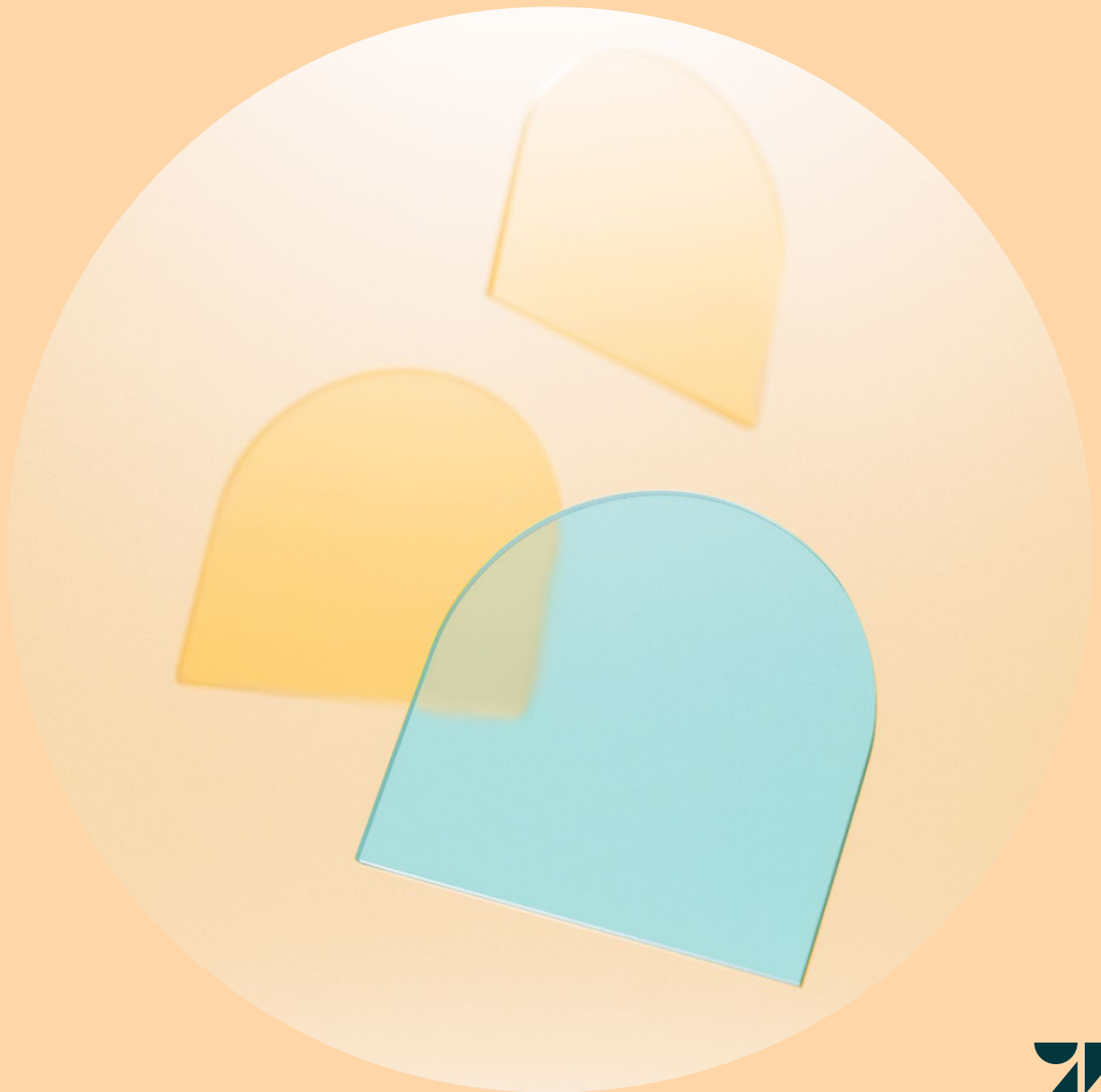


EVOLVING THE EMPLOYEE EXPERIENCE

How mid- to large-size businesses can accelerate EX success



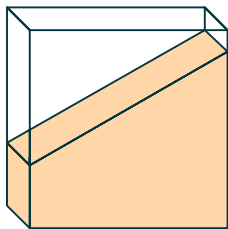
EVOLVING THE EMPLOYEE EXPERIENCE

Forget multi-year plans for digital transition—the time to act is now.

In 2020, companies made seismic shifts in how they do business as the impacts of COVID-19 transformed customer and employee expectations and workplace dynamics, virtually overnight. Being digital-first and, in many cases, digital-only meant companies had to rapidly acquire new technologies to reach customers and connect remote teams.

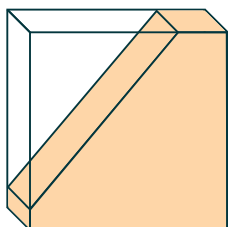
57%

of mid-sized companies anticipate having more to invest in EX and CX technology in 2021



65%

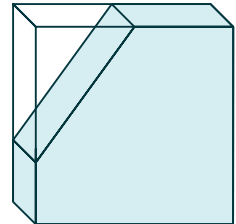
of enterprise companies anticipate having more to invest in EX and CX technology in 2021



According to Zendesk's 2021 Customer Experience Trends Report

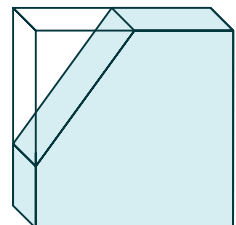
89%

of leaders at mid-sized companies (businesses with 100-999 employees) say COVID sped up technology adoption



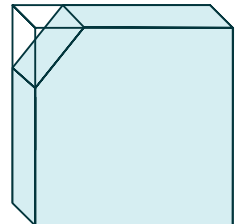
91%

of leaders at enterprise businesses (businesses with over 1000 employees) say COVID-19 sped up technology adoption



98%

of mid-to-large-sized companies implemented new tools or processes



Those who prioritized EX before the pandemic already have an advantage. Organizations using solutions like Zendesk's Internal Help Desk are 11% more likely to have higher employee engagement and 17% more likely to score above the global benchmark to have faith in their leadership. And while companies must work within their resources to adopt new technologies and processes, there's a risk of falling behind higher performing peers as employee expectations rise.

Luckily, most anticipate having more budget flexibility in 2021 and beyond.

Investing in your employees pays off, but what to prioritize can be a little tricky. To help guide the way, our team of experts reviewed data from businesses using Zendesk worldwide. Here are 8 best practices for delivering winning EX—and the time to act on them is now.

01

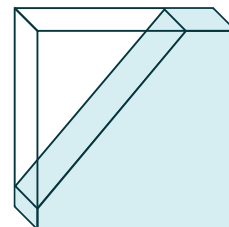
Make things easy for employees

PRIORITY #

In today's world, employees expect effortless online experiences that are on par with, or better than, in-person experiences. And companies are listening. Most businesses plan to adopt new channels going forward, and many are investing in self-service so employees can find quick answers without even having to speak to a help desk agent.

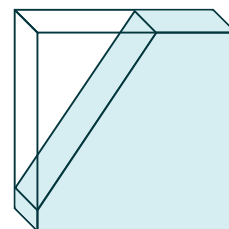
68%

of mid-sized businesses plan to add a new support channel within the next year



76%

of enterprise businesses plan to add a new support channel within the next year

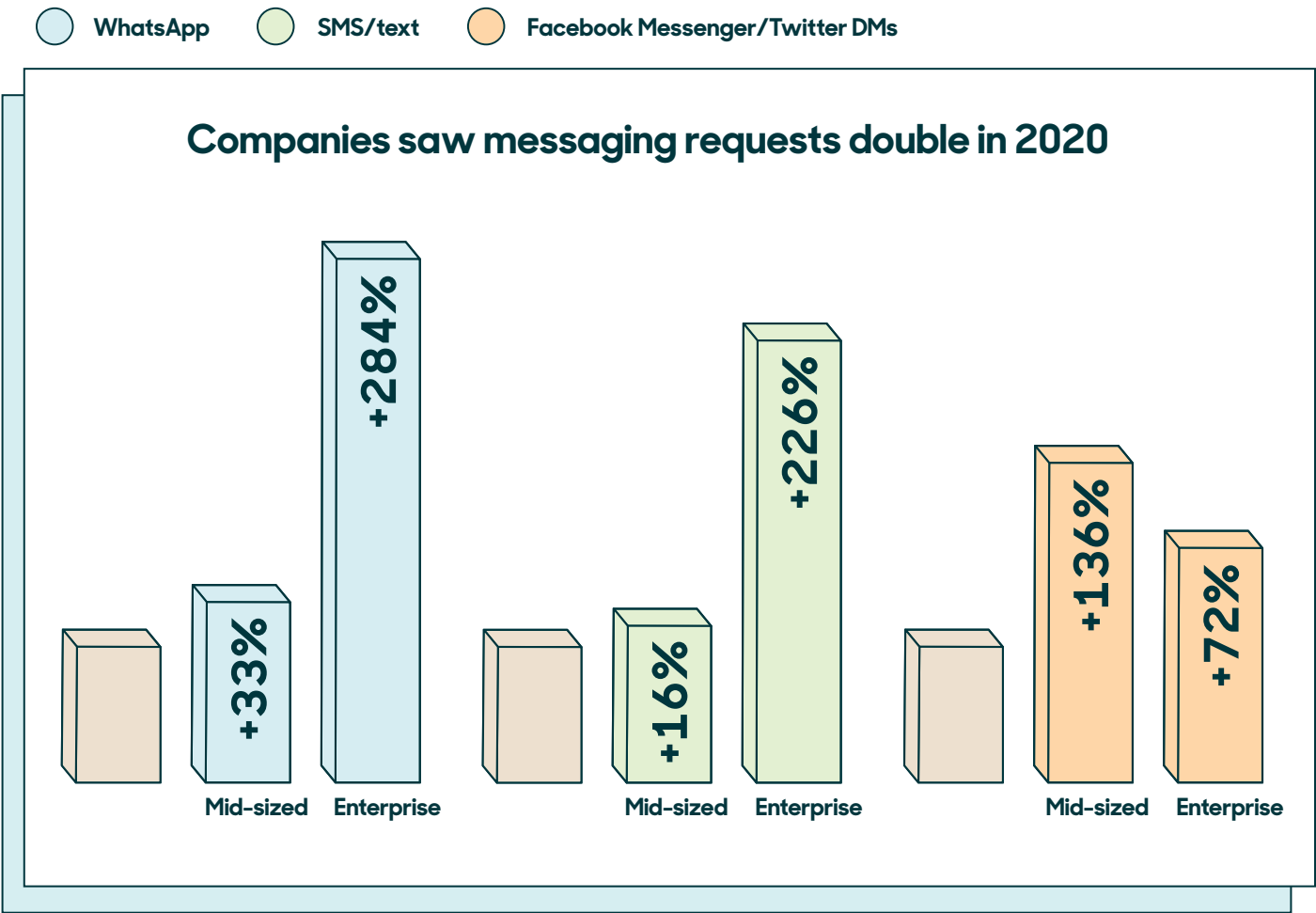


Teams with leading EX results are at least 1.5 times more likely to use messaging

BEST PRACTICE 01:

Meet employees where they are

Employees, like customers, expect companies to meet them where they are—employees shouldn’t have to climb a ladder to reach support. And where they are is on messaging channels, like Slack, Facebook Messenger and WhatsApp.



With support that’s fast, personal, convenient, and secure, employees can get answers over the same channels they use with friends and family. Messaging also provides more flexibility for both employees and businesses because conversations can happen in real-time or asynchronously. In other words, employees can start, stop, and continue the conversation when it’s convenient for them, without losing conversation history. That means employees can troubleshoot while they take care of other things like walking the dog or running a Zoom meeting, and internal support teams can help more employees at once.

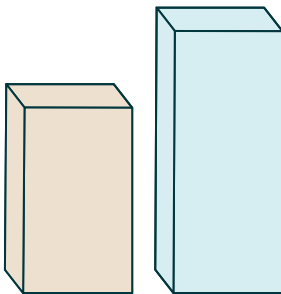
BEST PRACTICE 02:

Help employees get answers faster with self-service

When employees want to get in touch, they want convenient options. But for simple questions, they just want quick answers. That's why employees prefer to help themselves and rely on their companies' online resources more in our digital-first world.

37%

increase in knowledge base views from employees and customers since COVID



High performing mid sized businesses were **34% more likely to add self-service resources in 2020** and **4x more likely to use Zendesk's Answer Bot**

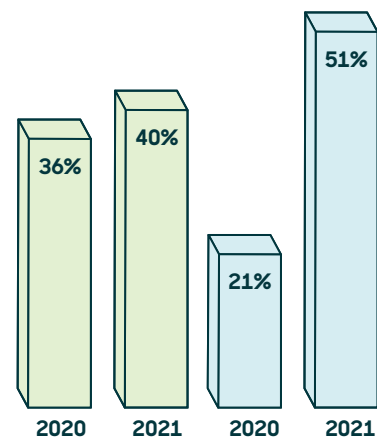
Empowering employees to self-serve also saves internal support teams time from answering repetitive requests. And teams can get even greater value from self-service when they pair it with AI. An AI-powered bot, like [Zendesk's own](#), can recommend help center articles to empower employees to self-serve throughout their entire employee journey, such as during new hire onboarding. Bots are also "always on," so employees get answers 24/7.

Though AI saw adoption rates jump 50% in 2020, usage rates remain low. This gap presents an opportunity for businesses to make AI a better partner to internal support teams. With Zendesk's Bot APIs, support teams can integrate their EX software with various chatbot solutions like [Ada](#) so agents and bots can work seamlessly together.

High performing enterprise companies were **35% more likely to add self-service resources** and **3x more likely to use Answer Bot**

● Mid-sized ● Enterprise

AI remains an underutilized tool, despite adoption boost among larger firms



02

PRIORITY #

Support your support team

While companies have been expanding their online channels to reach employees, they've also faced the challenge of transitioning to remote work.

With companies learning to work in new and flexible ways, they'll need to become laser-focused on the employee experience (EX). Yet internal support teams feel overwhelmed.

Meeting employees on their preferred channels is only one part of providing effective support. Equipping teams with tools to do their jobs well—regardless of how an employee reaches out—is crucial to providing good service.



Only 59% of internal support teams at mid-sized companies and 56% at enterprise companies believe they have tools to succeed in this new world




71% of internal support teams at mid-sized companies and 69% at enterprise companies feel overwhelmed

BEST PRACTICE 03:

Bring it all together with one view for internal support teams

In 2020, larger companies experienced the highest ticket volatility of organizations of any size. Their internal support teams need a unified workspace that connects all their channels, tools, and employee context to provide quick and personalized support at scale.


With 40% of employees using multiple channels for the same issue, internal support teams need to be able to seamlessly shift between channels without losing employee context. This ensures employees don't have to repeat information they already addressed or wait on hold while support teams search for the details each time they change channels.



High-performing mid-sized teams are 93% more likely to have internal support teams working across channels

For example, if Erin Slacks her IT team about VPN issues, IT support should have visibility into:

- ❖ If she reached out about issues with her VPN before, even if it was over different channels
- ❖ Her contact information, such as her email to follow up with additional questions or send instructions
- ❖ How long she's been an employee (perhaps new employees need to complete a one-time set up process to access the VPN)
- ❖ Her computer type, onboarding date, and other details her IT team might need in front of them, so they can help Erin get the access she needs



High-performing enterprise teams have 3 times more internal support agents working across multiple channels

BEST PRACTICE 04:

Empower employee support teams with workflows that promote efficiency and collaboration

Companies, especially smaller ones, are investing in tools that promote efficiency and collaboration across teams and departments.

Continuous change means internal support teams must be efficient. The onus is on businesses to arm them with tools to work smarter. Organizations can improve workflows by:

- Equipping support teams with prepared answers, so they don't have to type out your various policies
- Automatically routing issues to the right support team with the right skills
- Capturing preliminary details from employees with a bot

Collaboration tools have had to scale up in our always on, always-connected world. Higher-performing teams use workflow features to ensure internal support teams have a process for working together and the tools and data needed to realize it. Businesses can enable support teams to have conversations with each other inside tickets. And with tools like Slack and Zoom inside their workspace and robust permissioning around who can access what, support teams can collaborate with each other, other internal departments, and even third parties.



High-performing mid-sized teams are 35% more likely to have added to or adjusted workflows in 2020. High-performing enterprise teams are a third more likely

BEST PRACTICE 05:

Scale self-service with help from internal support teams

Good knowledge management doesn't just empower employees to find answers faster, it also helps internal support teams find critical information quickly. Those same support agents are your best resource for growing your knowledge base and keeping content fresh to make it ever more valuable. Yet, many internal support agents still can't contribute to knowledge.

Businesses can build knowledge management into internal support agents' workflows. Knowledge management tools enable agents to create new articles while answering tickets, and AI-powered suggestions automate knowledge management hygiene.



Leading teams are 37% more likely to enable features allowing agents to contribute knowledge



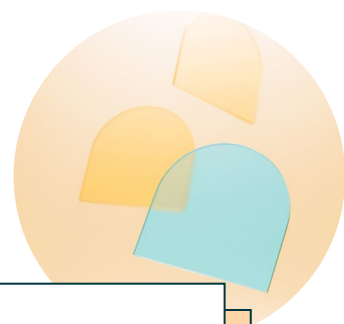
03

Keep your business in sync

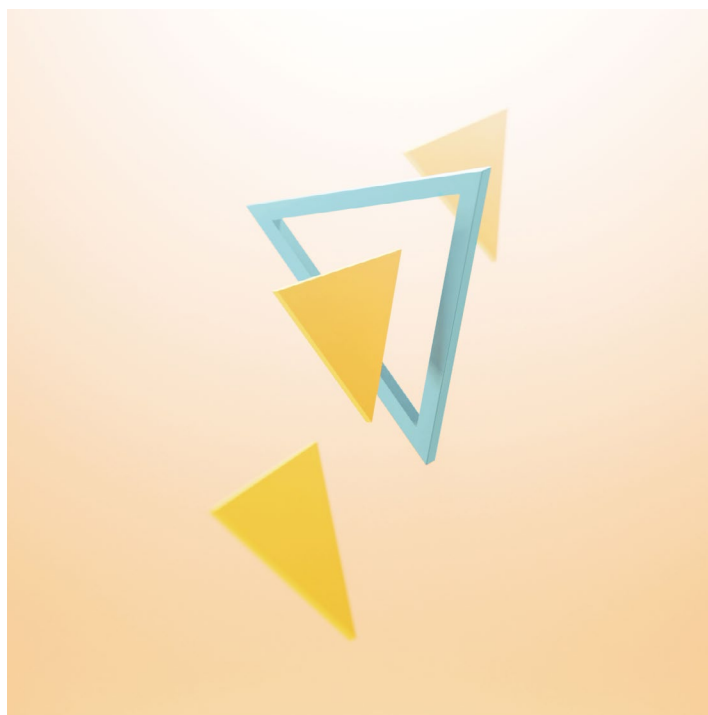
PRIORITY #

With the pandemic accelerating adoption of digital tools, keeping your business in sync is no easy feat.

Keeping the organization in sync means bringing data between people, tools, and software together, not leaving it scattered and siloed. That's why legacy CRM systems no longer work; companies today need a CRM platform that's open and flexible, and can connect the data dots across many sources. This enables businesses to be agile, empowering them to go beyond capturing data and focus on understanding and reacting to it instead. And agility is a top priority for them this year.



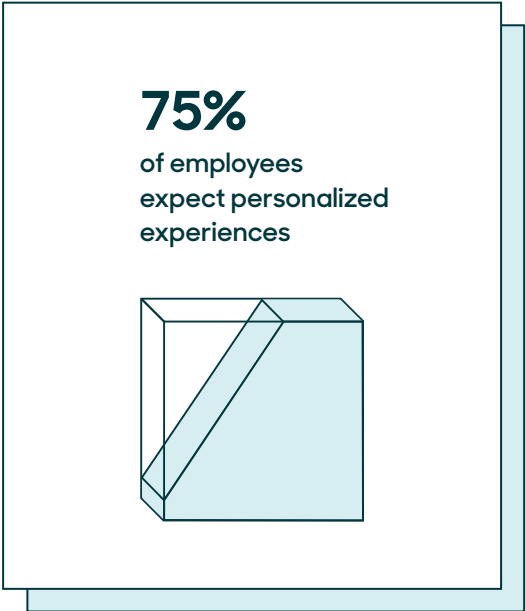
**Improving agility
is a top priority
for over half of
businesses**



BEST PRACTICE 06:

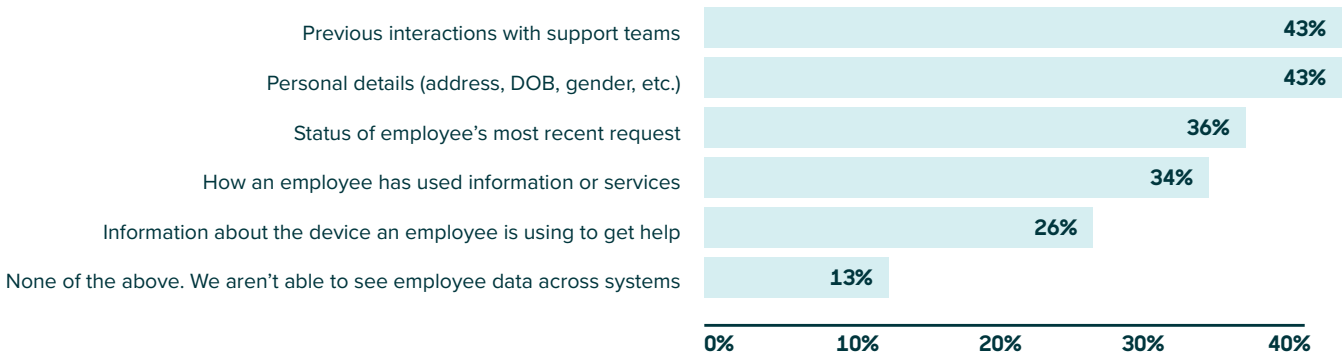
Personalize EX with a unified employee view

Relationships are critical during times of crisis. Despite having many employees, bigger businesses need insight into each of them. But at large companies with sprawling workforces, employees often feel like another ticket in the queue. That's because many support teams can't access employee data to personalize interactions.



Most support teams at companies of all sizes don't have access to employee data

Which types of employee data are you typically able to access across systems to answer employee requests?



To deliver personalized experiences that build trust on the front-end, businesses must manage and interpret employee data on the back-end. This means creating a unified employee view, one that connects employee data wherever it lives.

And of course, as companies leverage more data and remote work continues, information security is critical. Security management is a high priority for 80% of tech decision-makers in 2021. Businesses today need an EX platform with enterprise-class security features and comprehensive audits, and that complies with industry accepted general security and privacy frameworks.

BEST PRACTICE 07:

Extend your EX solution with apps, integrations, and automation


You want your EX solution to work in sync with all the tools and applications your team depends on, so support teams have the up-to-date information they need in front of them. Companies today no longer need to have just one platform to get a unified view of their employee's journey and their data. Tools like [Workato](#) enable businesses to sync data between cloud-based applications throughout their organization to get the benefits of best-of-breed tools while eliminating silos.

[Zendesk's Marketplace](#) gives teams access to over a thousand plug and play apps and pre-built integrations—from workforce management technology like [Playvox WFM](#) and project management apps like [Atlassian](#) to translation software like [Unbabel](#) and customizable survey tools like [SurveyMonkey](#). Open and flexible technology also ensures organizations can extend their support teams' workspace with custom apps. Indeed, 68% of mid-sized companies and 73% of enterprise companies report having access to developers to customize their EX solution.

With a treasure trove of employee insights at their fingertips, support teams can anticipate employees' needs and further personalize service. Being able to access data across all those tools from one location also goes a long way toward improving efficiency. It streamlines support teams' workflows, using data to automate processes and transform time-consuming retrieval processes into a one-click step. And for larger businesses, automation is a must.



High-performing teams are 33% more likely to extend their EX solution with apps and integrations

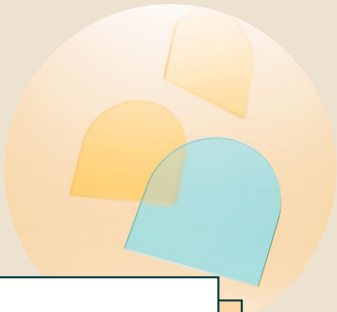


High-performing teams use more than twice as many tools to improve support teams' workflows and automate tasks

BEST PRACTICE 08:

Learn how to improve with analytics

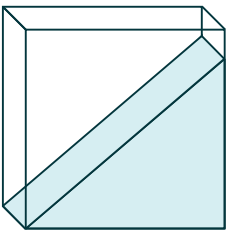
Keeping your business in sync also means integrating analytics from every channel so you can measure and improve the entire employee experience—from identifying areas of development for your team to understanding how employees interact with you. Yet 38% of managers at mid-sized companies, and a third at enterprise companies don't have the right analytics tools to measure success for remote teams.



High-performing teams are over 40% more likely to use an analytics reporting solution for EX

38%

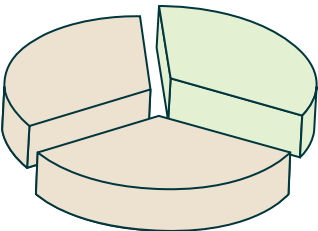
of managers at mid sized companies don't have the right analytics tools to measure success for remote teams



To keep up in a pivot-quickly world, organizations need analytics software that gives them instant access to insights they can act on. With real-time and historical analytics built inside their EX solution, support teams can take action on what's happening at the moment and understand past trends—no statistics degree required.

1/3

of managers at enterprise companies don't have the right analytics tools to measure success for remote teams



Which side of the tipping point will your business be on?

Making things easy for employees, supporting your support team, and keeping your business in sync are the three keys to delivering great EX in the next-normal. Businesses can't choose just one of the three, focusing on one area and putting the others off until later. Prioritizing all three is essential-- and it's actually quite difficult to be good at one without investing in the others.

The Zendesk Suite provides the complete employee service solution that's easy to use and scales with your business. Learn more about how Zendesk can help ensure you're on the right side of the EX tipping point.

Get started here:
[sign up for a free trial today](#)

