



Unlocking Employee Experience Success Through Applications Management



In fiercely competitive job markets, employee experience (EX) plays a pivotal role in determining the success of an organization. One aspect that is often overlooked when it comes to EX is application management. The 2023 Gartner Digital Workplace report identifies a number of challenges faced by the modern workforce. It revealed that 47% of employees struggle to access essential data necessary for their success.

Additionally, the same report suggests that the number of apps used daily has increased from an average of six in 2019 to a staggering 11 in 2023. This surge is not just about quantity; it also highlights the need for effective management and optimization of these applications. Addressing these issues promptly can have a significant impact on EX and, ultimately, the success of your organization.

The Significance of Applications for Employee Experience

Applications are essential for improving the EX for everyone, from field workers to office workers. Let's explore how applications impact employee experience across different job roles and requirements:



Streamlining Daily Work:

Applications empower office-based knowledge workers and field workers to execute their daily tasks and access critical data on the go.



Facilitating Learning & Development:

Applications enable continuous learning for employees, tailored to their specific roles. For example, logistics workers can benefit from tailor-made learning apps.



Ensuring Seamless Service Management:

Applications assist office and field workers with real-time alerts and information on health, safety and other issues. In the event of a chemical spillage, employees can receive immediate notifications.



Enhancing Organizational Engagement:

When was the last time you asked your employees how they work and use applications? Applications allow employees to give feedback, suggest improvements, report bugs, participate in key initiatives, and share their opinions.



Simplifying HR Requests and Requirements:

Applications streamline HR processes, including requests, payroll, collaboration, and workforce management. Through vacation bookings, time management, or appraisals requests, line managers can gain a real-time view of their workforce.



Improving Reporting and Governance:

Applications help maintain governance standards and generate timely reports, aiding data-driven decision-making across various industries and job roles.



Broadcasting Critical Communications:

Applications facilitate inter- and intra-workplace communications, keeping employees informed and fostering collaboration. In roles such as retail or airport assistance, real-time communication tools have proven to significantly enhance employee coordination.



Supporting Diversity and Inclusion:

Applications promote diversity and inclusion through features like language translation and accessibility.



Staying Ahead of the Curve:

Applications leverage modern technologies like AI, machine learning, AR, VR, and blockchain to enhance employee creativity and innovation. For instance, field engineers can get intelligent responses to technical inquiries through AI chatbots.

Understanding how applications serve different job roles allows organizations to tailor their strategies to maximize EX. This leads to improved job satisfaction, productivity, and retention rates.



The Challenges with the Current Application Landscape

As organizations adapt to changing work environments, solving problems in the current application landscape is crucial for delivering a great EX. Let's explore the key challenges organizations face today:

Improving Collaboration Across Departments:

When companies don't provide the right communication and collaboration tools, employees tend to find and use their own messaging services, which may not always be safe or secure. Implementing a centralized application system will lead to smoother collaboration and an improved EX.



Upholding Data Privacy:

Finance teams, who deal with financial data, are particularly vulnerable to data breaches and financial fraud if there are data privacy issues. Application management enhances data security and regulatory compliance through encryption and secure access protocols.



Prioritizing Health and Well-being:

HR, Finance and IT teams often rely on the intranet for sharing policies, procedures, and documents.



Ensuring Smooth Conferencing:

Effective audio and video conferencing apps enable seamless communication and collaboration in remote and field work settings.



Balancing Remote and Hybrid Work:

87% of McKinsey's American Opportunity Survey respondents, including "blue-collar" workers, revealed that when they have the chance to work flexibly, they are willing to take the opportunity. Applications that facilitate remote and hybrid work improve collaboration and project management.



Integration with Existing Systems:

Overcoming challenges in integrating new applications with legacy systems through hybrid solutions ensures a unified digital workplace.



Personalization:

Allowing employees to customize their dashboards and select relevant apps increases efficiency and satisfaction.



Optimizing the Intranet:

HR, finance, and IT teams often rely on the intranet for sharing policies, procedures, and documents. A secure, and organized intranet ensures easy access to information and reduces employee frustration.



According to the [CIPD Good Work Index 2023](#), the percentage of employees perceiving their work as purely transactional (solely for earning money) has increased from 36% in 2019 to 43% in 2023. On similar lines, [the State of the Global Workplace: 2023 Report by Gallup](#) states that a staggering 59% of employees are on the verge of “quiet quitting” their jobs, with an estimated cost of US \$8.8 trillion to the global economy. To address these challenges, organizations should invest in improving the application user experience, which will lead to higher engagement and retention rates.

A Holistic Approach to Elevating Employee Experience

To enhance the applications user experience (UX), a comprehensive and integrated approach is necessary. Fragmented strategies may lead to isolated improvements, but a structured plan that considers the broader application landscape is more powerful. At Wipro, we recommend the following steps for improving EX:



By listening to employees, fostering collaboration, and making informed decisions, organizations can maximize the benefits of these applications and enhance employee experience.

A Pathway to a Remarkable Employee Experience

To cultivate an environment where the Employee Experience consistently stands out as exceptional, organizations must also adopt the following practices:



Keep applications up-to-date and embrace the latest technologies to meet employee expectations.



Prioritize employee feedback and involve them in decision-making.



Invest in employee training to enhance digital literacy.



Promote innovation in applications to align with evolving employee expectations.



Quantify the impact of application management on employee experience metrics such as Net Promoter Score (NPS) and productivity data.



Quantify ROI by tracking employee retention, productivity gains, and cost savings from application management.

Measuring success through retention rates, information accessibility, and productivity is crucial in assessing the impact of these efforts.

The Roadmap to Improved Employee Experience

Employees are the driving force behind innovation, the architects of accomplishment, and the guardians of the company's vision. To empower them to reach their fullest potential, we must equip them with the right IT tools, equipment, and applications. However, this is not solely a technological matter; it is about creating an outstanding EX. By adopting an integrated approach, fostering collaboration across departments, and prioritizing automation and self-service, organizations can not only enhance the employee experience but also develop a robust application management strategy that lasts.

Key Takeaways to Get You Started

Here are the factors you must consider before making a transition:

01

Do you understand the impact of a fragmented applications estate on EX in your organization? High fragmentation can lead to inefficiencies and frustration, potentially causing employees to seek more streamlined and satisfying work experiences elsewhere. Regularly assess your application estate and employee satisfaction to identify the impact of fragmentation on EX.

02

Can your employees easily access the information they need, when they need it? Or are they frustrated by the current experience? If employees struggle to access necessary information efficiently, it can impede their productivity and overall satisfaction. To assess this, gather feedback from employees and analyze data on information retrieval to enhance your application estate.

03

Can you quickly and easily understand how employees are using different apps to complete their work? Do you know where you can gain productivity by improving the apps employees interact with? Understanding how employees utilize various applications is crucial for enhancing EX and productivity. Collect data on application usage patterns and gather insights from employees themselves to streamline your application estate accordingly.



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