

Best practices to build a better workplace

**Create a workplace where
your employees—and your
business—can thrive.**



Fostering a positive employee experience can help your business succeed.

The workplace has shifted dramatically in the last couple of years, yet for many organizations, more change is needed.

A recent [survey](#) of global business decision makers (BDMs), IT decision makers (ITDMs) and employees revealed that an alarming degree of “organization myopia,” or corporate shortsightedness, is prevalent in many organizations. The survey, conducted by Omdia on behalf of Verizon, found that BDMs were twice as likely as employees to say that personal productivity and employee well-being had improved since the COVID-19 pandemic. And BDMs were three times more likely to say that customer satisfaction had improved during the same time period.

Such a large perception gap between leaders and employees should set off alarms, as finding and retaining good employees is essential to delivering good service and meeting business goals.

Business decision makers were about twice as likely as employees to say personal productivity and employee well-being had improved since before the pandemic.

To create a more inclusive workplace, organizations should borrow a page from customer experience (CX) experts and provide employees with a positive employee experience (EX).

EX represents every touch point across an employee’s tenure with an organization. It typically targets three areas—people, process and technology—and requires a multidisciplinary approach.

Here are seven best practices for creating an excellent employee experience:

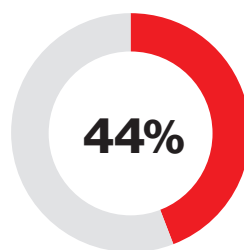
1 Focus on the employee journey.

Map out events in an employee’s work tenure—from new-hire training to addressing life events to becoming a first-time manager—holistically. Consider touch points and activities such as onboarding, benefits, growth and development, performance management, and team collaboration.

Make sure you’re providing tools that meet employees’ needs at each stage of the journey. For instance, for a new parent who needs to spend more time working

remotely, collaboration tools with HD video and high-quality audio can help make them feel more like they’re working in person.

Communicate with employees about the tools they need so that technology decisions aren’t made without their input. After all, they’ll be using the new technology to get work done.



of employees said manual processes prevent them from optimizing their business systems and technology.

2 Take work style into account.

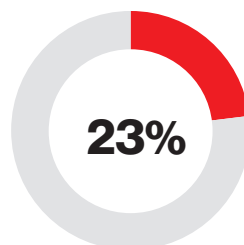
Segment employees much like you’d segment customers in a CX campaign. Correctly segmenting your workforce can help empower and engage employees.

Consider segmenting employees by role or work style:

- **Tethered.** Employees based in a single location, such as an office, store or factory
- **Nomad.** Employees frequently on the move across multiple locations, such as delivery drivers or field service workers
- **Hybrid.** Employees who spread their time between remote locations and the office, such as contact center agents or business administrators

Segmentation can also be based on personal preferences, such as a desire to primarily work onsite, work remotely most of the time or some combination of the two.

Give employees the tools they need to perform well no matter their work style. You may need a portable communications hub with ruggedized devices for nomads or a cloud contact center so agents have the tools they need to provide excellent customer service anytime from virtually anywhere.



of employees surveyed find their tech solutions difficult to use.

3 Work across disciplines.

EX is not just an HR responsibility. Our research shows that outdated business systems and technology are an important factor hindering employees from doing their best work, so IT clearly has a role in improving EX.

By the same token, technology is not just an IT responsibility. A multidisciplinary team (incorporating senior leadership, department heads, HR, IT and facilities management) should ensure that planned purchases align to the needs of your business, departments and employees.

We recommend a holistic solution, where technology investments center around employee work styles. Applying design thinking, i.e., a formal process that can help you understand your users and the problems they face, to EX provides a way to challenge assumptions and create innovative, user-specific solutions.

Use “pulse” surveys to measure success and understand how the employee experience can be improved.

Align current technology with new technology to enable a more seamless transition toward less manual solutions—for instance, automatic call routing, smart-meeting technology or integration with Google® Glass™ for hands-free collaboration and access to applications.

Employees rarely have the opportunity to play a part in the decision-making process. Our survey showed that IT makes unilateral buying decisions in 52% of organizations.

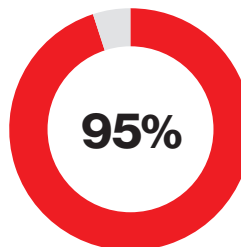
4 Pivot to an activity-based working approach for onsite space.

An activity-based working (ABW) approach is designed to provide greater flexibility, allowing staff to choose a setting explicitly designed for the tasks they need to carry out. With ABW, rather than merely offering cubicles and meeting rooms, you might provide collaborative meeting spaces, quiet areas for focused work, mini “phone booth” rooms for private calls and open creative spaces to encourage interaction.

Make sure each of your office spaces is equipped with the technology to work efficiently. For instance, look for cloud video interoperability solutions that let you bring the power of popular video meeting platforms into your existing conference rooms and huddle spaces.

Also, given that most organizations will support at least some element of remote working, continue to optimize your technology investments with mobility in mind. Make your workspace inclusive for employees who are working remotely, whether it’s only one day a week or every day.

Check in regularly with remote, hybrid and full-time in-person employees to see how the workplace is working for them, and make adjustments as needed.



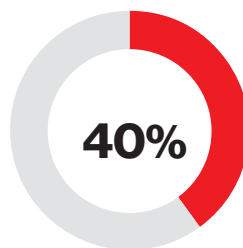
of organizations surveyed indicated they will support some degree of remote working.

5 Give your contact center employees the tools to succeed and feel good about their work.

Providing high-quality customer service requires knowledgeable, experienced and well-trained agents. You can help improve job satisfaction and retain good agents by making sure they’re equipped for success.

Contact center agents have often been underserved by modern technology and services. While many office workers can access multiple applications on their desktop and/or mobile devices and can switch easily from one source of information to another, this is rarely the case for contact center staff.

Boost employee productivity and customer responsiveness by investing in collaboration tools for all employees, including contact center agents, and bring the employee and customer experience together.



of employees said a lack of systems integration leads to duplication of effort and prevents them from being successful.

6 Don't skimp on training.

When you purchase new technology, be clear about how training will work and who is responsible for it. Make sure employees are aware of all the features that could help them work more efficiently.

If you aren't able to provide adequate in-house training, contract with a company that can. This can help promote user acceptance and drive faster and more complete adoption among your workforce so you can more quickly realize a return on your investments.

When training, be mindful of roles and learning styles. Some employees will need to know all the bells and whistles, but don't make everyone sit through extensive training they won't need.

Consider formats like interactive demos, gamification and microlearning videos. And encourage on-demand refresher training because employees may not master all the tips—or have a reason to use all of them—the first time around. Offer incentives to boost participation.

Remember, too, that employees often learn informally from coworkers, but that doesn't occur as naturally if employees are working remotely. Set up an online chat for workers to post questions and get answers quickly from coworkers. Encourage workers to share tricks they've learned that others may not be aware of.

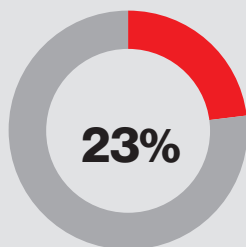
7 Select a technology partner with the experience to help you accomplish your goals.

Look for a partner with:

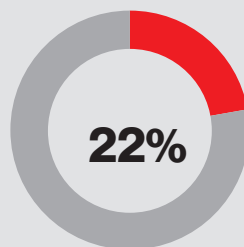
- Deep experience in unified communications and collaboration technology
- Proven expertise in customer experience solutions
- Leadership in digital transformation
- Insights into workplace innovation and hybrid work that can help you create a model that better supports the business, employees and customers

Survey respondents' top strategic goals were to improve productivity and improve operational efficiency.

Training is seen as inadequate by some employees.



of employees find their tech solutions difficult to use.



of employees felt they lacked adequate training.



Verizon can help you create a better employee experience—and consequently, a better customer experience.

We provide solutions that can help your employees accomplish more, serve customers better and feel highly motivated to contribute to your organization.

Verizon is a proven leader in innovation and digital transformation, with a deep portfolio of communications, collaboration and customer experience solutions, all supported by our award-winning networks.

- Frost & Sullivan named Verizon a growth and innovation leader in the North American hosted IP telephony and unified-communications-as-a-service (UCaaS) markets for our technology achievements and effective go-to-market strategies
- IDC positioned Verizon as a Leader in the Worldwide UCaaS Service Provider Vendor Assessments for both small and medium-sized businesses and enterprises due to our full suite of communications and collaboration solutions and implementation success

Our strong network of world-class partners means we can implement the solutions that best fit your company's needs and integrate with your existing solutions if needed.

Our research around workplace transformation, hybrid work models and digital innovation provides a vast amount of insight for businesses large and small to learn how to adapt in ways that support their entire business.

Through our [Executive Briefing Program](#), businesses can receive one-on-one guidance from top executives, industry leaders and subject matter experts to help inform their strategies.

Learn more:

For more details on our workforce research and tools that can help you implement it, contact your Verizon Business Account Manager or visit [verizon.com/business/resources/new-workplace/future-of-work-thought-leadership/](https://www.verizon.com/business/resources/new-workplace/future-of-work-thought-leadership/)