

Employee Experience Management Strategies

Employee experience (EX) is maturing within and beyond the HR remit to become an engine for organization transformation and optimization. Early efforts to collect and draw insights from the voice of the employee (VoE) are exposing the conditions and challenges for how business is executed in the front office. The expanding scope of VoE insights is driving efforts to embed the data behind them into operational models while improving manager responsiveness to individual challenges and risks as they emerge: Trending factors are passing up into operational guidance while anomalies are driving managers to where risks and opportunities around employee retention, mobility, engagement, and empowerment need to be managed.

As EX transformation gets underway, HR remits are changing and taking on new stakeholders in areas of learning, workflow design, wellbeing, rewards, recognition, inclusion, communications, and knowledge transfer. Operational VoE insights are further accelerating HR partnerships with IT to extend VoE insights to more of the company. The HR-IT partnership opens the flood gates to expand VoE and performance-informed personalization into operational resourcing and workforce planning. Beyond the IT partnership wall, extended VoE insights start making front-office execution for objectives and key results (OKRs) more measurable around levels of employee resourcing, skilling, enablement, team management, and quality of communications and collaboration. On one hand, VoE, AI, and now GenAI support personalized resourcing and access models in employee resourcing, training, enablement, assignment, and alignment to teams, tasks, and work types. On the other hand, personalization starts to impose new accountabilities on executive leadership teams that are suddenly faced with metrics that benchmark how realistic OKRs are for targeting untapped opportunities. EX transformation is at once scaling resource investments to where employees engage and benefit from them in the context of OKRs; at the same time, it is catalyzing businesses to be more adaptable and responsive in designing processes and OKRs to reflect what is possible across an ever-changing workforce and associated landscape of employee skills, characteristics, needs, and interests.

MARKETS AND SUBJECTS ANALYZED

- Market for employee experience management software and services
- The business case for EX transformation
- Relationship between EX and CX
- EX stakeholders, maturity, and the HR-IT relationship
- Differentiating between employee and manager experiences
- Analytics of personalization — AI, ML, and GenAI
- Cross-functional data and insights unity
- Resource management in the flow of work
- Upskilling, reskilling, and internal mobility
- Employee well-being including mental, physical, and financial
- Corporate social responsibility impact on retention and performance
- Employee sentiment, feedback, surveys, and communications
- Rewards and recognition, social recognition, and belonging
- Diversity, equity, inclusion, and belonging
- Intelligent digital workspaces
- Learning experience management

CORE RESEARCH

- Market Forecast: Employee Experience Software and Services
- Market Analysis Perspective: Employee Experience Software and Services
- IDC MarketScape: EX Consulting
- IDC MarketScape: Learning Experience Management
- IDC MarketScape: Rewards, Recognition, and Belonging
- HCM Survey, SaaSPath, ServicesPath

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Employee Experience Management Strategies](#).

KEY QUESTIONS ANSWERED

1. What are the key trends in the employee experience markets?
2. Who are the leading players in the employee experience markets, and what are their characteristics? Who are the market disruptors?
3. What is the buyer spending on employee experience software and services?
4. What is the relationship between employee experience and business performance? Who are the key stakeholders for EX?
5. What are the keys to success from both a vendor and a buyer view in these markets?
6. What are the biggest impacts generated from maturity across the EX buyer landscape?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of providers in the employee experience market, including but not limited to:

15Five, Alida, Achievers, Accenture, BCG, Capgemini, Cognizant, Cornerstone OnDemand, Culture Amp, Deloitte, EY, Fitbit, Headspace, IBM, KPMG, Lattice, McKinsey, Microsoft, Oracle, PwC, Perceptyx, Personify Health, Qualtrics, Quantum Workplace, Sage, SAP SuccessFactors, ServiceNow, Thrive Global, UKG, Vera Whole Health, Workday, Workjam, WorkForce Software, Workhuman, and WorkTango.