The Business Case for EX is Significant
Employee Experience (EX) is critical to the overall business performance. According to a recent survey, 86% of organizations believe that EX delivers a strong return on investment (ROI), with 64% saying that EX is a top priority for the business. EX is not just about employee satisfaction; it also impacts customer satisfaction, innovation, and financial performance. In organizations where EX is prioritized, employees are more engaged, and customers are more satisfied, leading to increased revenue and profitability.

The Invisible Organization: A Framework for EX
EX goes beyond just the physical workspace. It encompasses the entire employee journey, from recruitment to retirement. The Invisible Organization framework helps organizations understand how different aspects of the employee experience impact overall business outcomes.

The 6 Key Research Findings
1. Employees who feel supported are 65% more likely to be engaged and 42% more likely to remain with the company.
2. Companies that prioritize EX see an 81% increase in productivity.
3. Organizations with strong EX programs experience a 62% increase in innovation.
4. EX excellence directly leads to great customer service.
5. EX programs are more likely to be successful when supported by mission-first technology.
6. Advanced Collaboration tools are important for EX excellence.

What Business and HR Leaders Need to Know
- Employee experience is a key driver of business success. Leaders must prioritize EX to retain talent, increase productivity, and drive innovation.
- Advanced technology is essential for improving EX. Leaders should invest in tools that support collaboration, communication, and learning.
- EX excellence is directly linked to great customer service. By focusing on EX, organizations can drive better outcomes for both employees and customers.

The Definitive Guide: Employee Experience
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Examples of Excellence: True-life stories
- IBM: IBM’s “Work Well” initiative focuses on employee well-being and support. It has led to a 62% increase in productivity and a 45% decrease in turnover.
- Deutsche Telekom: Deutsche Telekom’s “Workplace 2020” initiative focuses on creating a flexible and agile work environment. It has led to a 70% increase in productivity and a 60% decrease in attrition.
- Adobe: Adobe’s “Workplace Experience” initiative focuses on creating a personalized and collaborative work environment. It has led to a 65% increase in productivity and a 50% increase in employee satisfaction.

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