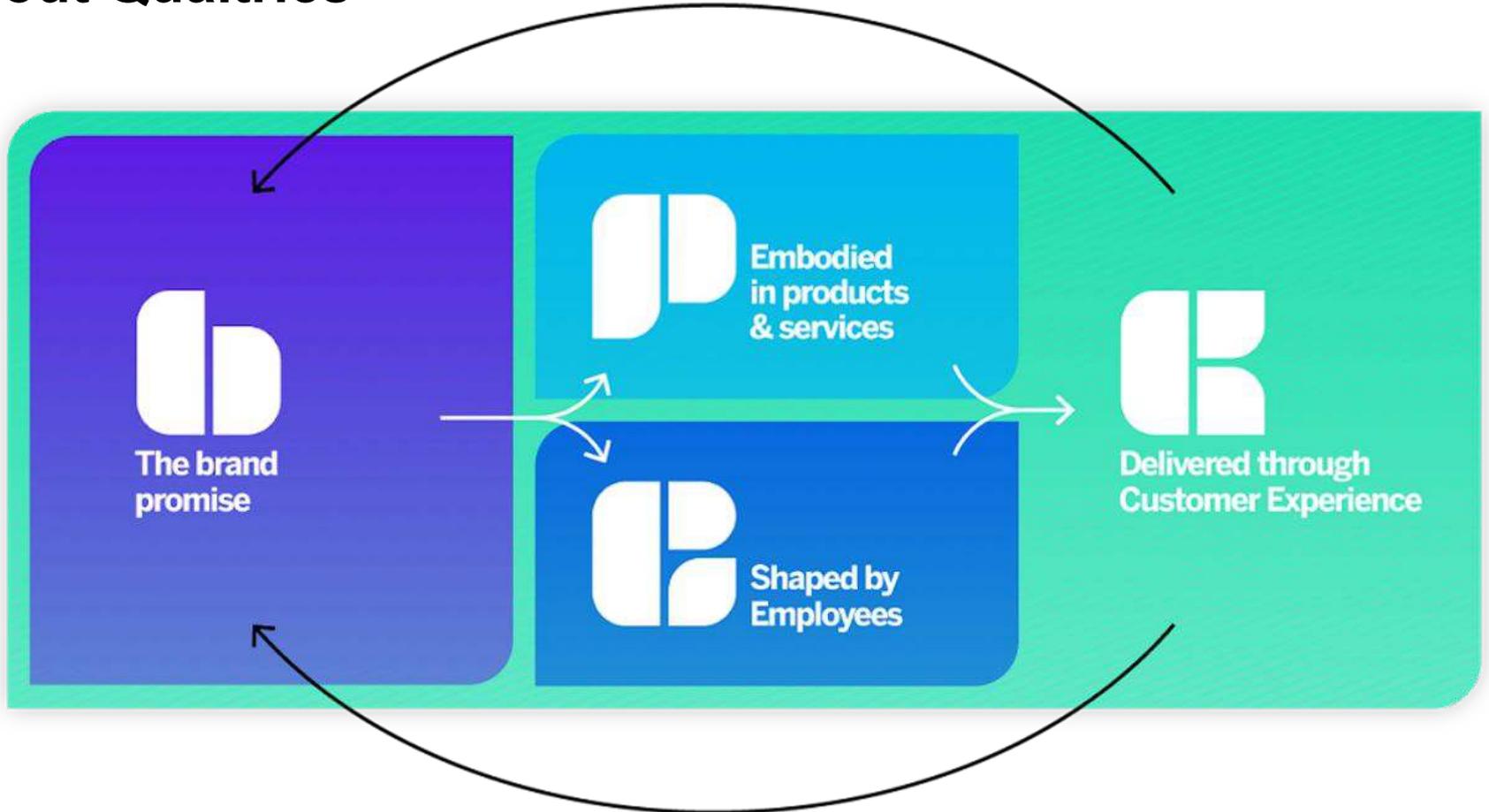


NOCA

Benefits & Challenges of New Employee Listening Programs

Joost Houtman, MBA
Qualtrics EX Strategist

About Qualtrics



Qualtrics in short

2002

Founded



2022

Largest & fastest growing XM provider in the market



6k+

EX Customers

13k

Customers globally



80%+

of Fortune 100



5.5k

employees in 30 offices globally

1200+

Engineers



70+

languages



90%

Net client retention

Delivering high impact EX programs for the world's leading brands including...



PART 1

Why do we need to evolve employee listening programs?

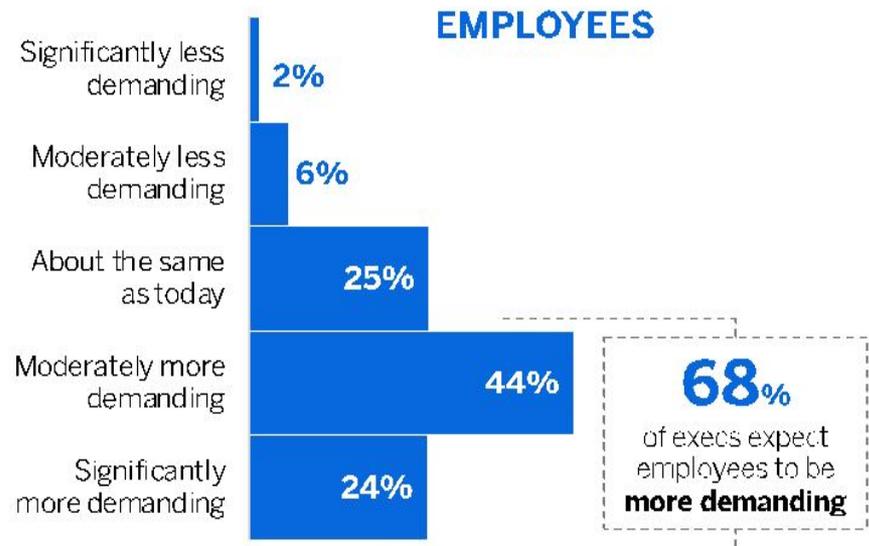
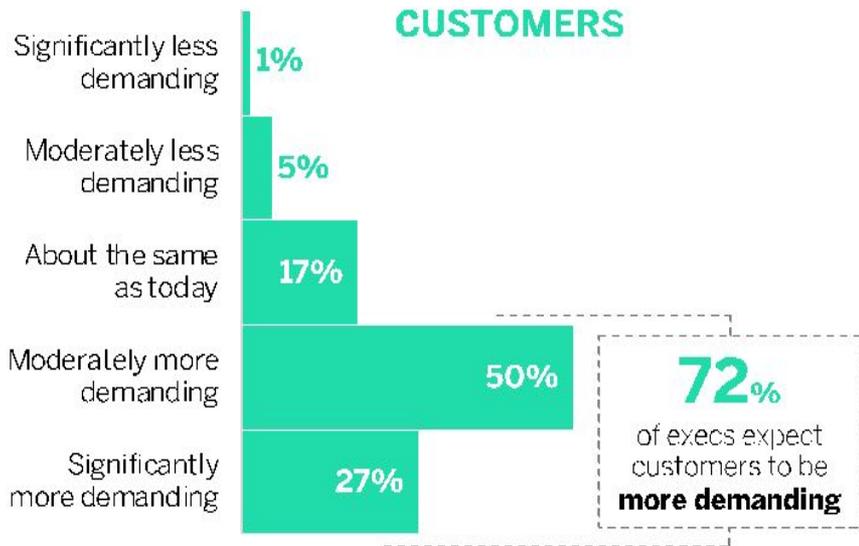


**WHAT'S
IN YOUR
FUTURE?**

	A	or	B
Customers			
Employees			
Product Lifecycles			
Disruptive Events			

Executives see a more demanding future

Percentage of executives that think their **customers** and **employees** are going to get **more** or **less** demanding over the next 3–5 years:



Base: 1,541 Executives from companies with 1,000 or more employees
Source: Qualtrics XM Institute Q4 Global Executives Study



UNCERTAINTY



EVERGREEN

EVER GIVEN





Credit: bbc.com

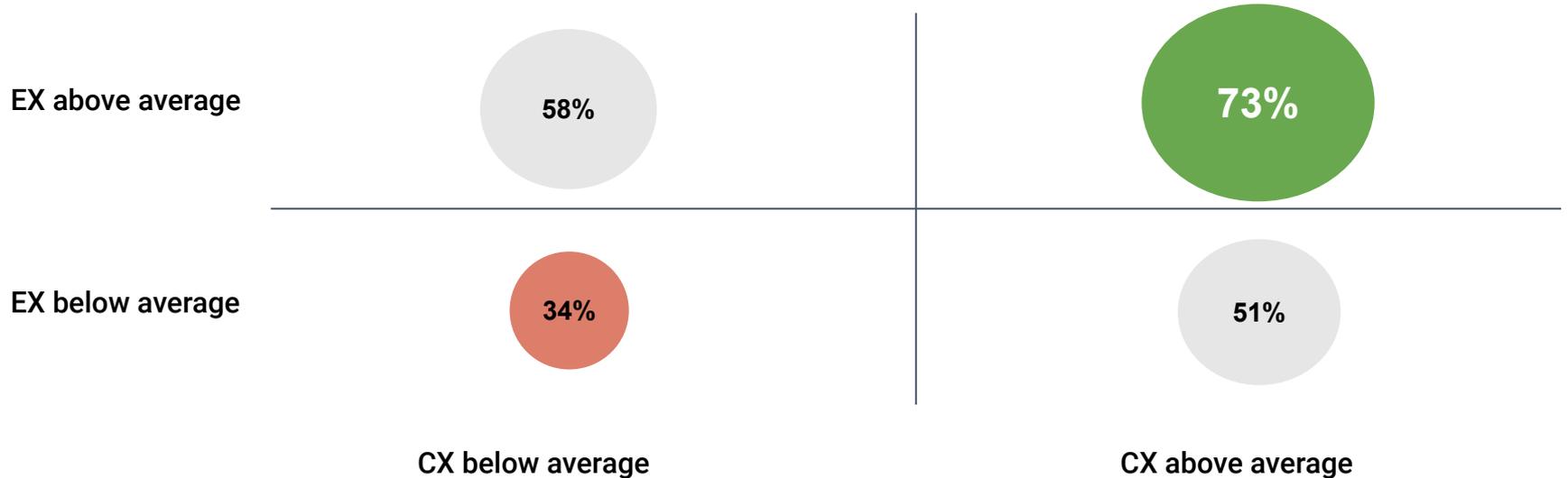
Experience Management (XM) is all about: **AGILITY**

- ✓ **Continuously learn** what people are thinking and feeling
- ✓ **Propagate insights** in an actionable form across the organization
- ✓ **Rapidly adapt** based on an ongoing flow of actionable intelligence



Investment in EX and CX = improved business outcomes

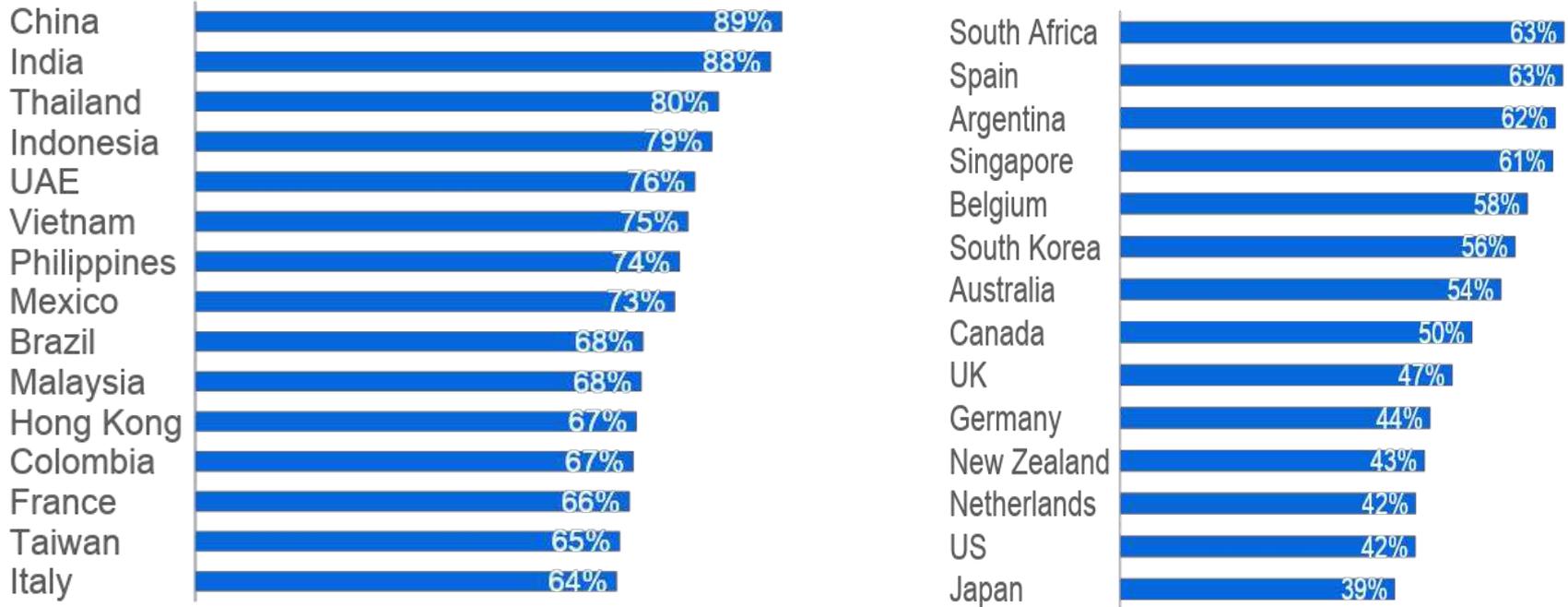
How many companies outperform on profitability?



Listen to your employees!

Agree with the following statement:

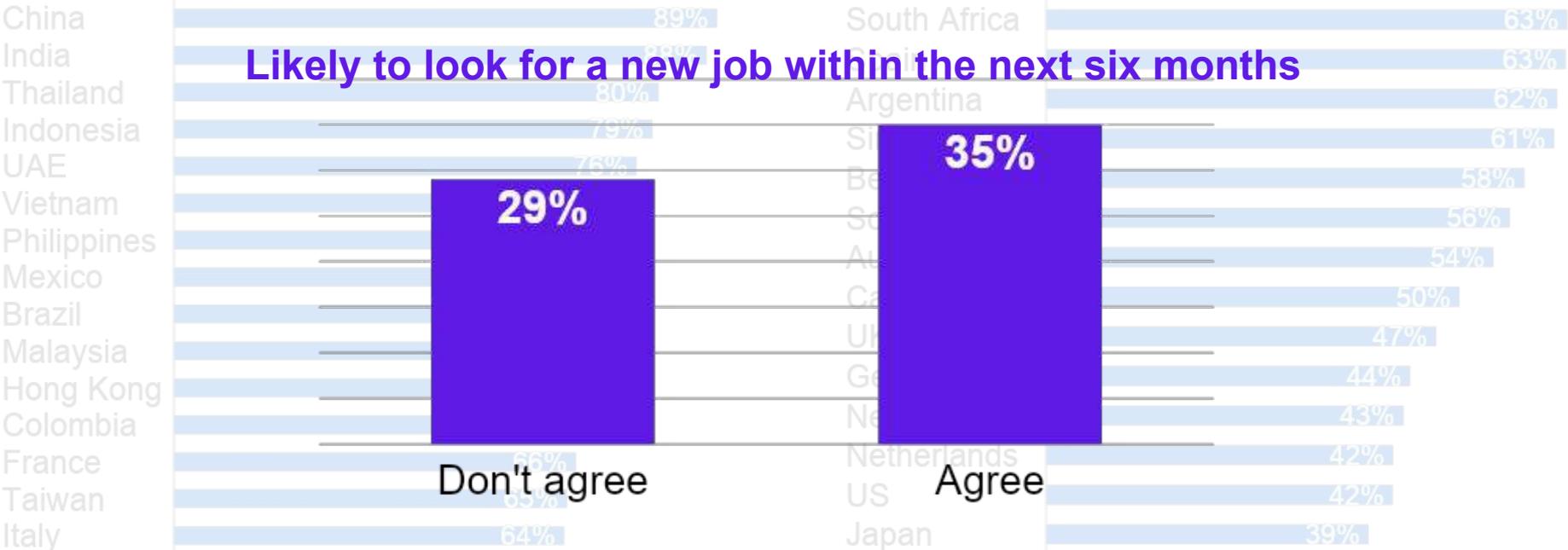
“My primary employer needs to do a better job of listening to my feedback.”



Listen to your employees!

Agree with the following statement:

“My primary employer needs to do a better job of listening to my feedback.”



Base: 22,735 employees across 29 countries. Source: XM Institute Q3 2022 Global Consumer Study

2023 Employee Experience Trends - key topics to listen for

01

People will look for confidence

Instilling confidence that you are sailing a successful ship is critical to your employee experience

02

Need for Balance

Employees have been operating at surge levels for years. Now, they're reclaiming boundaries

03

Processes and systems will be questioned

Bad processes and inefficient systems are fueling employee burnout symptoms

04

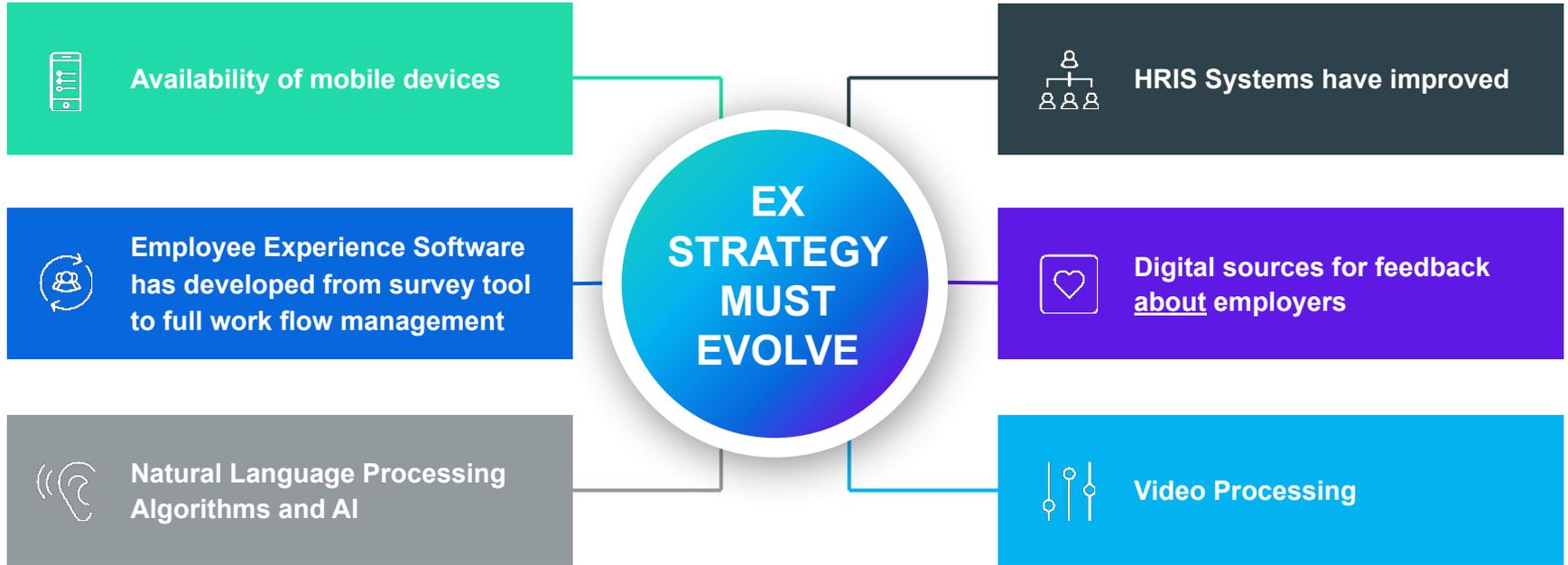
More than a job

Being employed isn't just about having a job – it's a part of a person's value system

PART 2

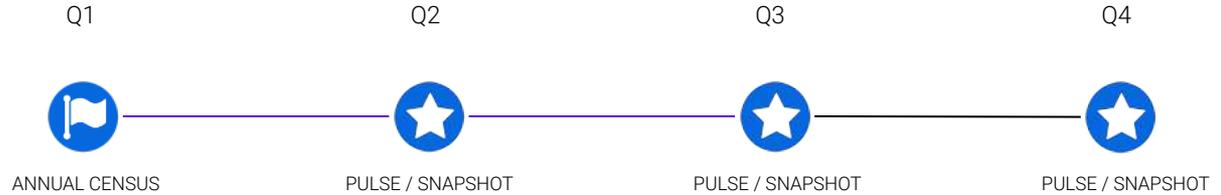
How does technology help?

Technology is changing too - rapidly



This helps evolve annual surveys to always on listening

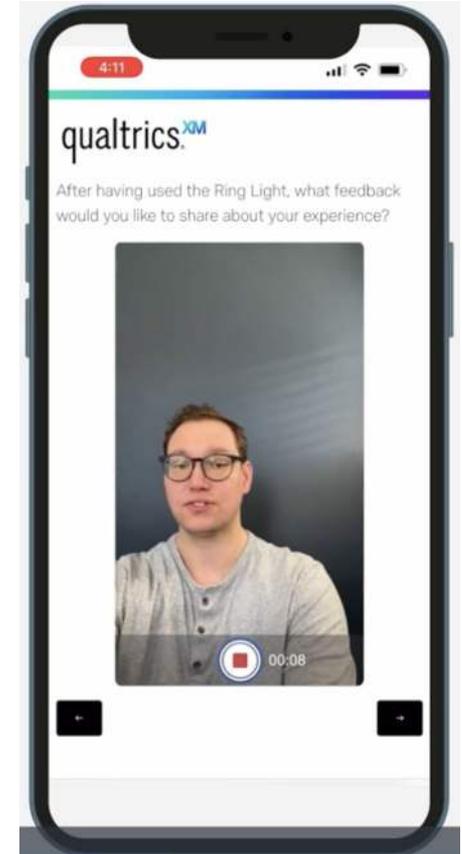
1/ TIME DRIVEN SURVEYS



... and in richer formats

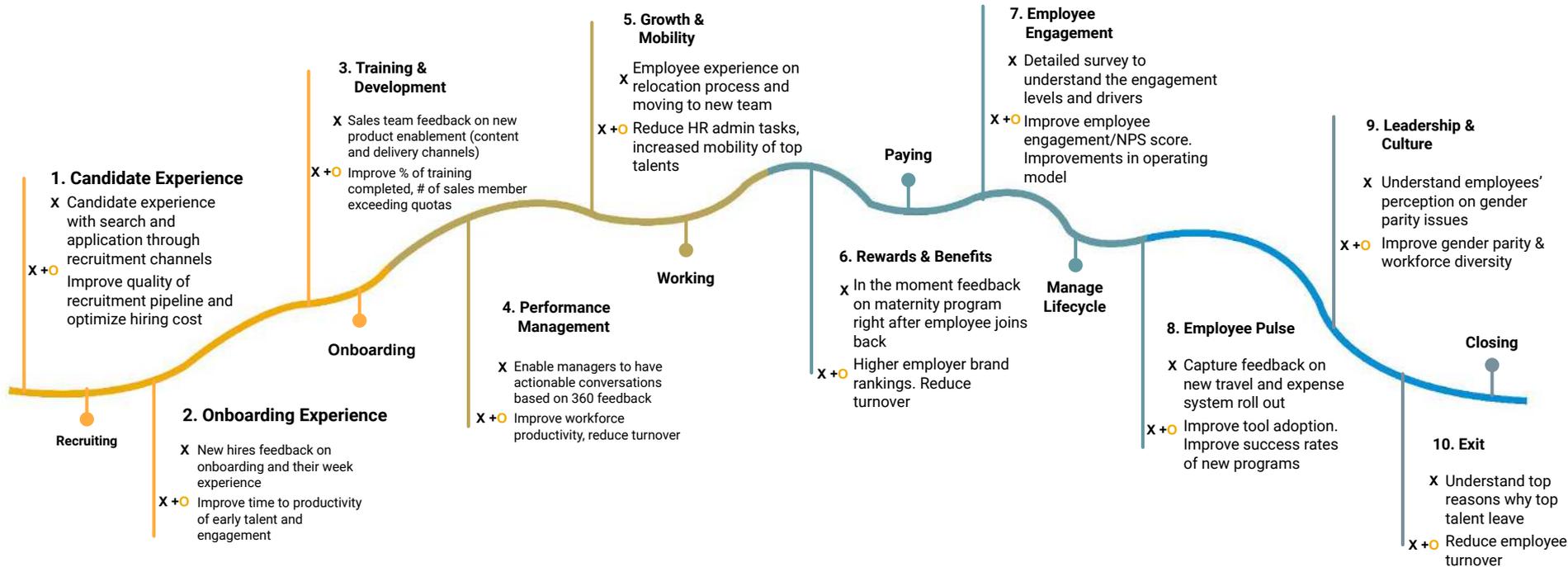
What do your people think should improve?

Pay special attention to open-ended comments for richer feedback and deeper understanding.





Companies are increasingly combining Experience data and Operational data - powered by better HRIS Systems



New tech delivers the right insights and nudges, fit for purpose

Team Leaders
Drive action in a simple, straight-forward way. Expertise is embedded in the technology

The screenshot displays the XM Team portal interface. At the top left, the XM logo and 'Team portal' text are visible. On the right side of the header, there are icons for help, notifications, and a user profile. A left-hand navigation menu includes 'Home', 'View results', 'Start a survey', 'Brainstorm ideas', and 'Plan of action'. The main content area features a welcome message 'Welcome back, William' and a motivational headline 'Be your best and help your team grow'. Below this, three primary action cards are presented: 'Discover insights' (with a bar chart icon), 'Ideate, together' (with a lightbulb icon), and 'Turn ideas into actions' (with a checkmark icon). Each card includes a brief description and a 'View results' or 'Plan of action' button. A 'Hide labels' option is located at the bottom left of the interface.

Gather feedback even from outside the organisation



~ 20%

of employees never tell their managers or their organizations
what they really think

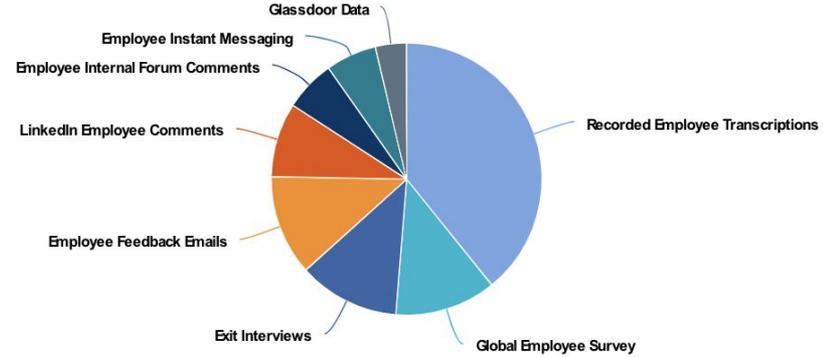
~ 90%

of feedback is unstructured and unsolicited

Feedback Drivers by Data Source

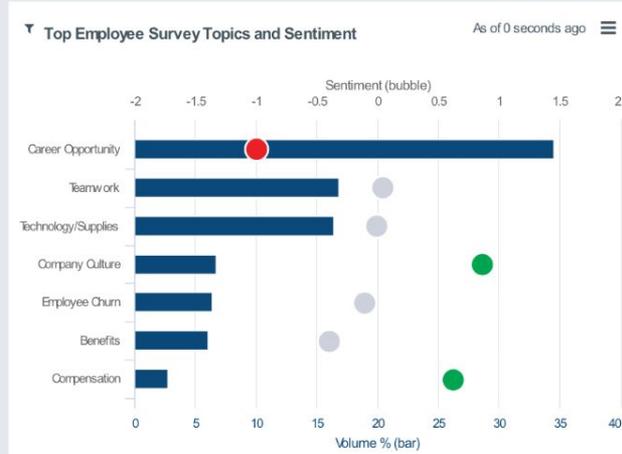
Employee Feedback Sources

As of 0 seconds ago



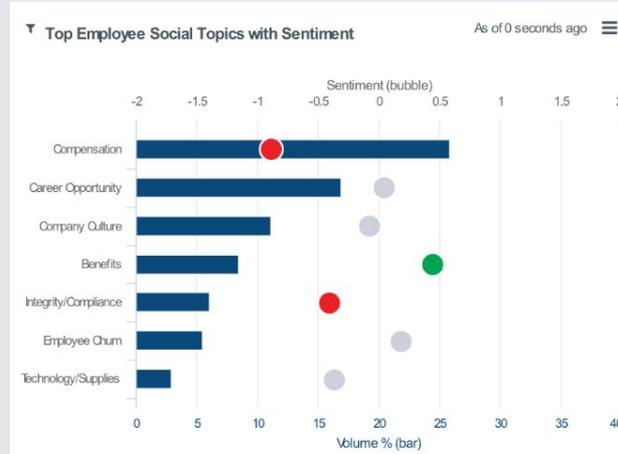
SURVEY FEEDBACK

Survey VoE Topics and Sentiment



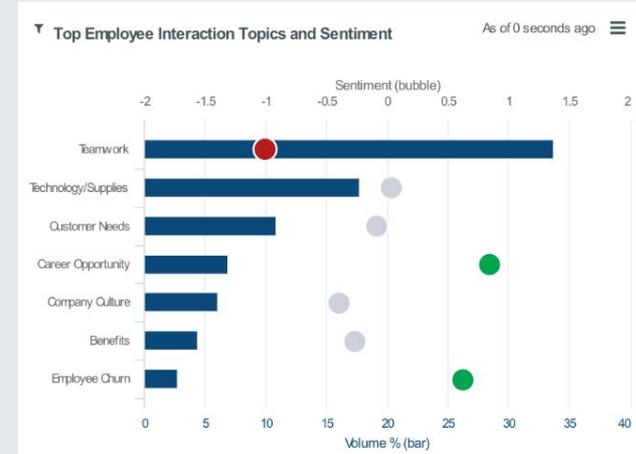
ONLINE FEEDBACK

Social / Reviews VoE Topics and Sentiment



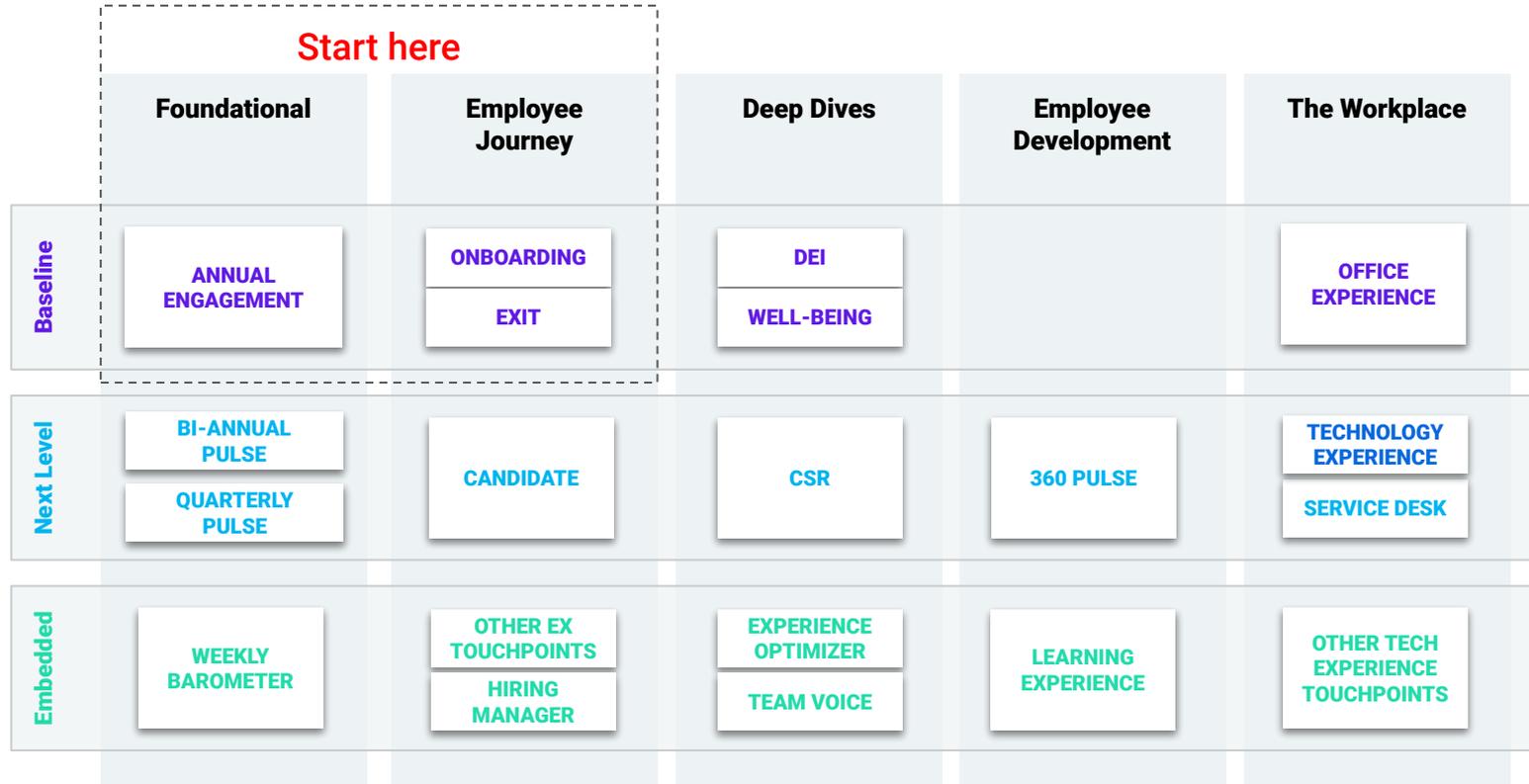
INTERACTION FEEDBACK

Chat / Email VoE Topics and Sentiment

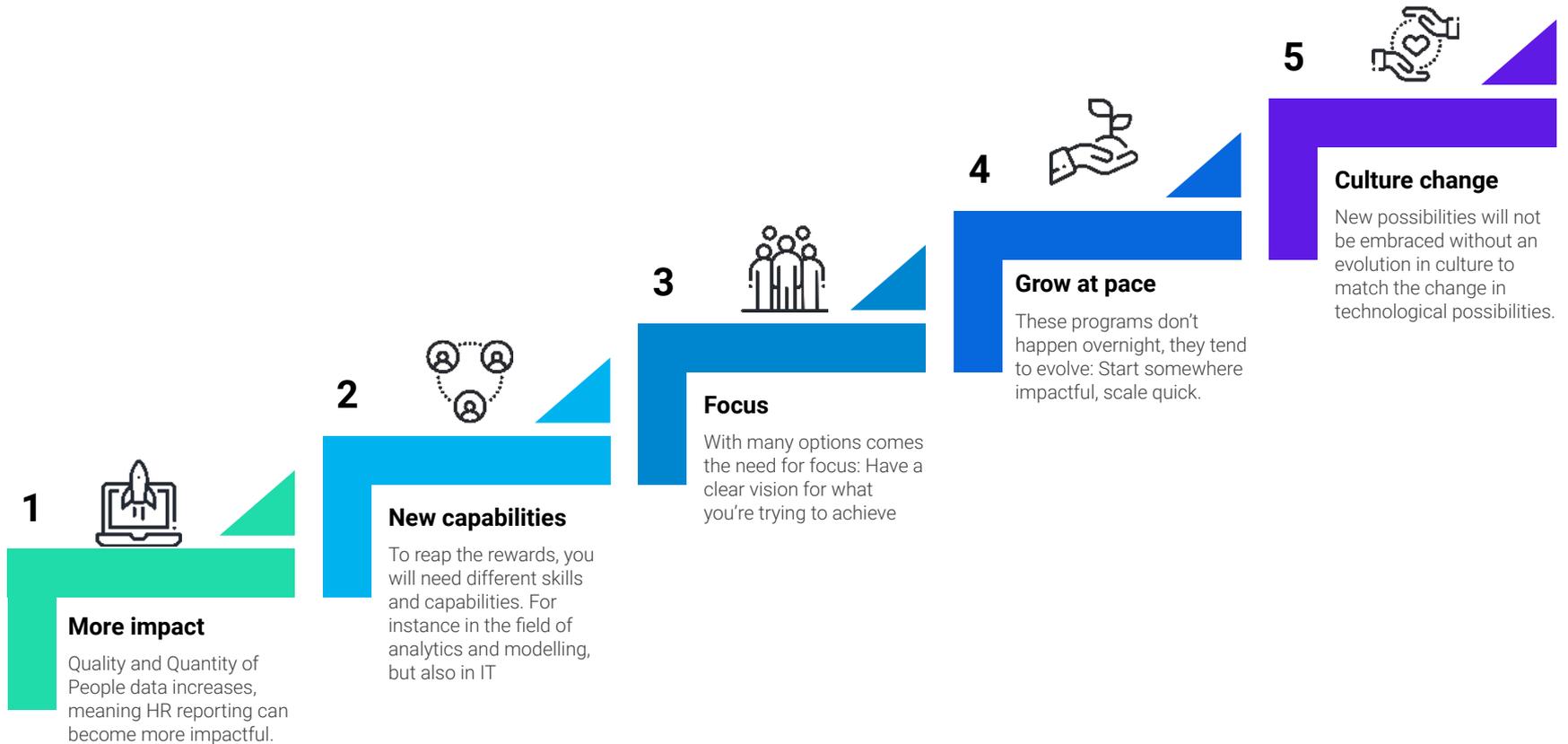


Where to begin?

Companies usually progress on the horizontal before moving down



What does this mean for HR?



To recap

01

Frequent feedback is a competitive must

02

Fortunately, new technology makes gathering, analysing and acting on feedback much easier

03

Feedback from internal sources can be enriched with operational data and unprompted feedback

04

HR will have an even stronger impact, but must invest in the right skills and capabilities

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