Harness the Power of Signals to Improve Employee Experience

Hear what employees aren't telling you and capture signals beyond surveys to activate your people's full potential

Medallia

INTRODUCTION

Employee experience signals are everywhere. Are you listening?

Every single day, employees run into obstacles that get in the way of them performing their best work. These challenges often go unnoticed and unresolved by organizations, leading to disengagement, low performance, high turnover, and unsatisfied customers. Imagine if your organization had the power to detect early signs of employee burnout, churn, or low morale in the moments that matter the most — when there's still time to do something about it. Think about what your team could do if you had access to key insights about how to best meet the needs of your workforce and more effectively reward the behaviors you want to see. You'd have the tools to take meaningful action, effect real change, and have a positive impact on employee experience.

Right now, your people are telling you how they feel on the job, what their toughest challenges are, and how your company can provide more support.

Employees leave breadcrumbs — or signals — everywhere. And, when you can effectively harness those signals, you can activate the untapped power of your people to improve every area of your business.

Why the stakes are higher than ever

Employee experience refers to the entire journey an employee has at an organization: every moment, interaction, touch point and transaction from interview to exit.

In the modern workforce, how well companies are able to understand and respond to employee signals in the moment — that is, capturing all of your organization's direct and indirect employee signals and bringing them together to achieve a complete picture of the employee — can determine overall business success.

In a world where employee experience and customer experience are linked and organizations are competing on the experiences they deliver internal and external stakeholders, innovative companies that have the right tools in place to really listen and proactively drive change have the ultimate advantage.

Employee experience is not about what companies do; it's about how companies make employees feel.

17% of engaged teams are more productive than those that aren't[1]

51% of your current employees are actively or passively exploring new options[1]

63% of employees experiencing high levels of burnout are more likely to use sick time, feel 13% less confident about their work performance, and are 23% more likely to have an ER visit[2]

5x Employees who feel their voice is heard are nearly five times more likely to feel empowered to perform their best work[2]

40% Employee experience leaders have 40% less employee turnover than their competitors[2]

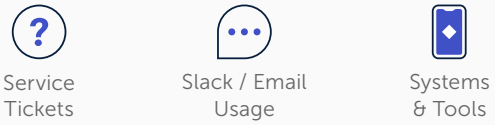
01 Employee experience signals, explained

Simply put, employee signals are indicators of what your employees have to say — and how they feel — about your company. These can be gathered from direct inputs, such as feedback surveys, or indirect sources, such as PTO patterns, usage of systems and tools, and more.

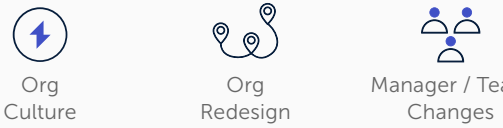
When combined, these sources of data can reveal the full picture of your employee experience in real time, providing an in-the-moment pulse of how your people are really doing.

Common signals organizations track include:

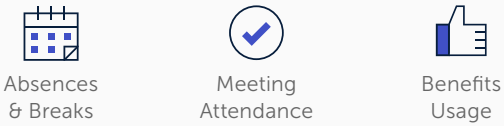
Interactions employees have with the organization



Anything that impacts employees' work environment, goals, and ways of working



Data that provides perspective into employee expectations, behaviors, habits, and feelings



Understanding employee signals

Signals are what your employees say about your company through direct and indirect experience data points, such as surveys, transactions, chats, voice calls, website visits, PTO patterns, performance reviews, and more.

Direct signals

What your employees say about your company, as directly solicited via annual and pulse surveys, idea factories, social media conversations, and crowdsourcing.

Idea Factories

Social Media Conversations

Crowdsourcing

Indirect signals

Data that indicates how employees feel about your organization, collected via channels that aren't expressly designed for gathering feedback, such as chatbot transcripts, helpdesk tickets, performance reviews, and more.

Chatbot Transcripts

Helpdesk Tickets

Performance Reviews

02 Employee experience signals your company needs to start tracking

For many organizations, employee signals are hidden in plain sight. As a result, organizations may miss opportunities to hear what their employees really want to tell them.

This can happen because the data often:

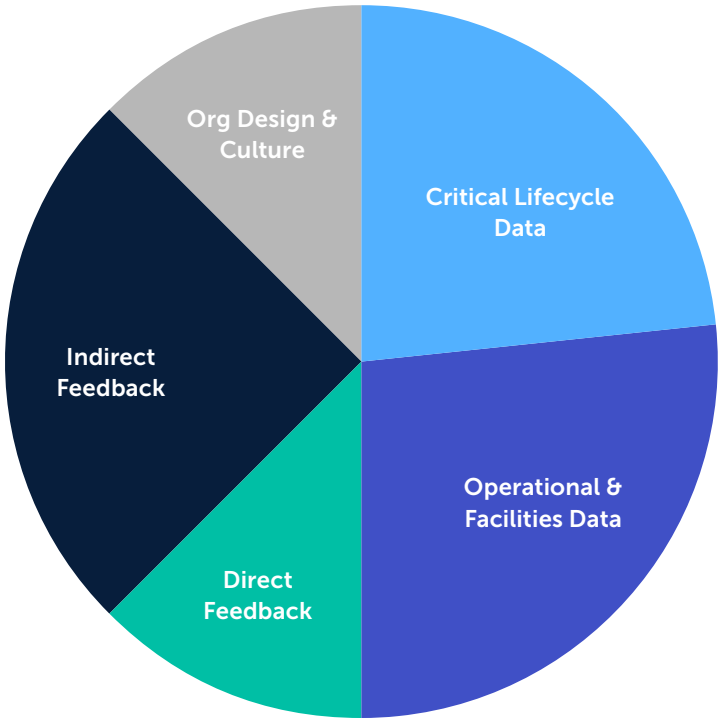
1. Exists in operational and third-party systems not connected to broader employee experience tools
2. Isn't structured into usable datasets
3. Isn't connected to known identities
4. Falls outside the realm of data HR teams traditionally utilize

> We in HR have to get away from the idea that we alone own the employee experience. We can't.

Josh Bersin
HR Industry Analyst

Piecing together your employee experience data

Medallia's Employee Experience Signals Ecosystem shows the range of signals available across different channels. Employees leave signals in their daily flow of work, which can provide organizations with critical information and a more holistic view of how employees feel about where they work.



Critical Lifecycle Data

People Ops: Recruiter Interactions, Absenteeism, Tardiness & Breaks, Time to Productivity, Violations & Discipline, Separation Details

Interactions: Socialization & Volunteering, Trainer Feedback, Manager / Team Interactions, Customer Experience

Performance & Growth: Goal Achievement, Performance Reviews, Learning & Growth, Promotions & Transfers

Operational & Facilities Data

Service Tickets, Location & Badging, Meetings Data, HRIS & Demographics, POS, Comp & Benefits

Direct Feedback

Engagement Surveys, Messaging, Voice, Video, Web, App, Kudos & Recognition

Indirect Feedback

Social: Slack / Email Usage, Social, CX Ideas, Referrals

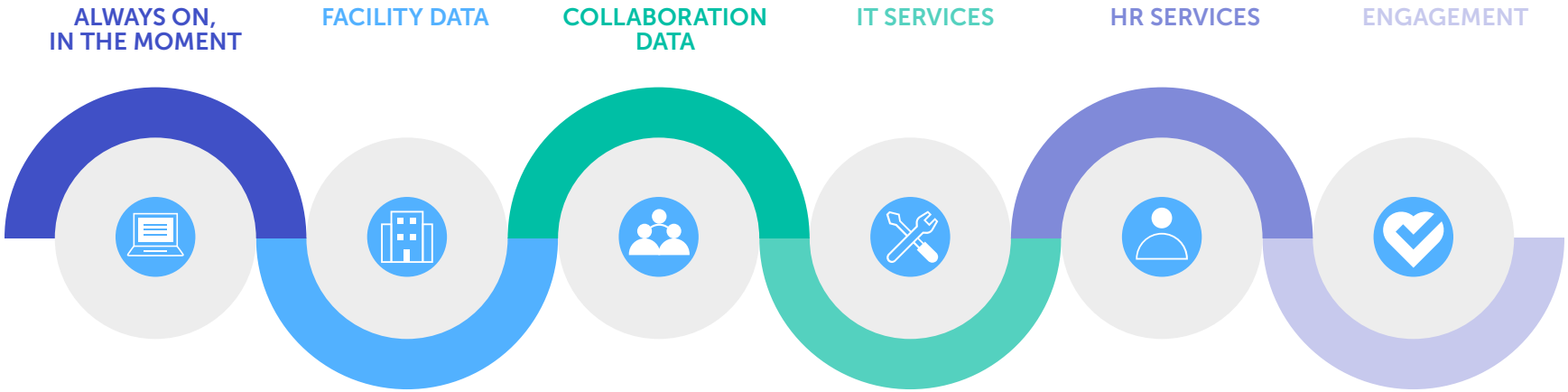
Macro: Global Events, Local Economy, Competition, Brand Status

Organization Design & Culture

Organization Culture, Service Climate, Organization Redesign, Manager / Team Changes

03 Which signals to capture...when?

In today's digital-first world, companies must capture experience signals in real time across the entire employee journey, from both direct and indirect signal sources. These insights can act as early warning signals that help organizations identify issues to resolve and opportunities to quickly adapt and innovate.



Inputs:

Quick pulses via the intranet or company newsletter

Purpose:

For employees to provide feedback and ideas in the flow of work

Inputs:

Facilities tickets

Site age

Renovation spend

Local conditions (parking, economy)

Purpose:

To understand impact of physical location on the employee experience

Inputs:

# of collaborators

# of meetings

Trends

Purpose:

Asses overall collaboration and patterns within organization

Inputs:

Technology feedback

Service Now

Recurring tickets

Purpose:

To understand IT / technology experience / digital adoption impact on the employee experience

Inputs:

Service satisfaction

Purpose:

To understand the HR experience impact on the overall employee experience

Inputs:

Surveys

Text Analytics

Purpose:

To gather suggested actions, understand employee effort, and measure wellbeing

Employee signals use case: onboarding new hires

Starting right on day one, there are a variety of employee experience signals that your organization can begin tracking throughout the employee onboarding journey that can help with improving compliance, strengthening role clarity, fostering connections, and empowering new hires to embrace and embody your company's culture. Optimizing the onboarding experience by harnessing key signals has a significant, measurable impact on how quickly new hires get up to speed, how well they perform, and how long they stay with your organization.

COMPLIANCE	CLARIFICATION	CONFIDENCE	CONNECTION	CULTURE
SURVEYS				
Always on Day 1 wrap-up Candidate experience	Always on Weekly pulse Training	Always on Weekly pulse	Always on Weekly pulse Day 30 team check-in	Always on Day 30/60/90 check-in Engagement survey
SIGNALS				
• Absences / No shows • IT tickets • HR document completion • Systems / Tool logins	• Use of Wikis • Messaging with manager / HR / IT • Systems / Tool usage	• L&D software usage • Recognition / CX Kudos • Submitting ideas for innovations • Messaging with team	• L&D software usage • Kudos to others • Sharing ideas and concerns • Referrals	• Reviews (Glassdoor) • Referrals • Volunteering • Messaging with team • Event attendance • Grievances / HR tix
ACTION				
HR / IT	HR / IT Manager / Trainer	HR / Manager	Manager / Team	HR / Manager

04 How to get started capturing signals

To ensure you're capturing the broadest selection of experience signals, start by analyzing your employee journeys and life cycles to uncover every important engagement point.

Next, combine employee data collected from your current voice of the employee or employee listening program with common employee experience signals, such as those detailed in Chapter 2 of this white paper, including:

- Engagement and pulse surveys
- Employee performance reviews
- 360 reviews
- Customer feedback on employees
- Promotion information
- Compensation increases
- Meeting invitations
- Turnover, both voluntary and involuntary
- Sources of internal hires and movement
- Changes in leadership, management, and team structure

Go beyond listening — turn signals into insights and insights into action

1. Define your employee experience goals and metrics for success
2. Bring all of your employee experience signals into one platform
3. Build out a continuous response employee experience strategy
4. Use AI to review millions and up to billions of structured and unstructured data points, uncover patterns and trends, and pinpoint key signals and issues as they're unfolding
5. Loop in the right stakeholders to take the right data-driven actions as needed
6. Provide transparency for your employees by communicating the specific actions your leadership team plans to take, sharing progress updates and how you're tracking against your goals
7. Measure, evaluate, iterate, and repeat steps one through six

05 Building an employee listening program

Capturing — and effectively responding to — employee experience signals that matter takes the right mix of technology solutions, processes, and people. Bringing a world-class, scalable employee listening program to life requires a world-class, scalable platform designed to collect and analyze every signal.

Ready to start turning signals into positive experiences and ensure your organization stays ahead of both the competition and changing employee behavior, expectations, and needs?

Many of the world's leading brands have teamed up with Medallia to:

- Collect a wide range of signals from thousands of first- and third-party sources
- Analyze millions of employee data points and journeys
- Turn insights into targeted action using industry-leading AI and automation
- Deliver and continue to optimize employee-centric experiences

The Medallia difference

Medallia's employee signal and experience technology solutions are purpose built and designed to:

- Capture billions of data points
- Apply artificial intelligence (AI), machine learning (ML), and natural language processing (NLP) as well as our proprietary Text Analytics
- Ensure all important information gets routed to the right people and teams
- Deliver appropriate alerts so your organization can take the most impactful next steps and close the loop with employees

Medallia solutions

Our team of people scientists — including recognized industry leaders and industrial and organizational (IO) psychologists — are ready to partner with and guide you in capturing all of the critical employee signals that will support your broader employee listening vision and make elevating your employee experience a reality.

Contact Medallia today for a free employee experience signals consultation →

[1] https://www.gallup.com/access/239222/employee-experience-surveys.aspx?utm_source=checklist&utm_medium=pdf&utm_campaign=retaining_top_talent_02012021&utm_content=cta_measure_employee_experience
[2] https://www.gallup.com/workplace/323228/remote-workers-facing-high-burnout-turn-around.aspx

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About Medallia

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Medallia captures experience signals created on daily journeys in person, digital and IoT interactions and applies proprietary AI technology to reveal personalized and predictive insights that can drive action with tremendous business results. Using Medallia Experience Cloud, customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, providing clear and potent returns on investment. www.medallia.com

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