



Challenges and Solutions within the Employee Journey

The Employee Experience Platform for Google Workspace

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Intro

More than 5 million paying businesses use Google Workspace (formerly G Suite) to collaborate, communicate and get things done.

Many enterprise businesses are taking the next step with Google. This step involves connecting Google Workspace with internal platforms to create an open and powerful digital workspace. With an employee experience platform with deep integrations and add-on capabilities, employees are able to use their Google tools seamlessly and enhance their workflows.

This white paper explains the pain points that employees experience on a daily basis. And how to rethink the employee experience by leveraging everything that Google and a modern intranet solution has to offer. Lastly, go further with the employee experience strategy by applying 10x thinking with technology and people.

1.

A day in the life - 7

The first step to improving the employee experience is to understand the “why.” That is to understand what a workforce requires to get their work done. You must analyze your business and digital tools from an employee perspective to determine improvements. Have a look at common struggles, a day in the life.

Onboarding pains

It starts on day one. Onboarding is critical for employee engagement and tenure. These issues vary, but most employees can relate to these challenges.

Pre-boarding and first day pains:

- No pre-boarding content: things to know before the first day.
- No clear plan (30-60-90 or something similar).
- No link with the company’s strategy (start with why).
- No resource center or templates tailored for new team members.
- Lack of formal or informal introductions (do people know I’m joining, what will my role be?).
- Information overload due to document based material: checklists, decks, and docs.
- Lack of understanding about company and department history (who was here before me?).

Ramping up pains:

- Too many introductions, lack of clarity on who is who. Or an outdated org chart.
- Lack of insight into other departments (do we work on the same clients?).
- No overview on company tools and shared licenses (can I use my preferred tools?).

- Which channel do I use for a given message (call, Google Chat, Slack, email, post in a social community)?
- My company is using Google Workspace. Great! But how can I use this more effectively? What are the do's & don'ts? How do I organize my files?

30-day check-in:

- What is the training curriculum?
- What are the skills development opportunities?
- What can I do to achieve growth and promotions?
- A discrepancy between the actual company culture, and the company's image.

Productivity & Collaboration Pains

Onboarding pains are coupled with or followed by productivity and collaboration challenges. These include:

Meeting culture - An overwhelming amount of meetings, either face-to-face or over video. This cuts down on productivity time. Some of the meetings might not be documented well or end up being counterproductive.

Email overload - Employees spend too much time managing their inbox. This is time consuming and ineffective for knowledge sharing - items get lost and go unread.

Continued: the email problem

On a daily basis, employees spend more than three hours checking work email (209 minutes) and another 2+ hours (143 minutes) checking personal email (Adobe Email Usage Study, 2019).

It's not just an issue of time loss. There are documented health concerns.

University of California, Irvine researchers hooked up forty office workers to wireless heart-rate monitors for twelve days to measure heart-rate variability (a mental stress indicator). They monitored their computer use to correlate e-mail checks with stress levels.



Department silos - There's a lack of communication between departments. Employees miss out on collaboration opportunities. Additionally, they don't have the chance to connect with co-workers on a personal level through hobbies, interests or events.

Project delays - The issues above, or separate problems with tools or culture, can result in project delays and stalled initiatives. Employees might stop providing ideas because they're not confident they'll see the light of day.

Weak feedback culture - Employees might not feel comfortable editing or critiquing someone else's work. Feedback needs to be encouraged and accepted to prevent this.



The longer one spends on email in [a given] hour the higher is one's stress for that hour," the authors noted.

In another study, researchers used thermal cameras to measure "heat blooms" on a person's face that indicate psychological distress. The findings were similar.

"Suggest that organizations make a concerted effort to cut down on email traffic."

Persistent issues:

- Meetings that should have been an email.
- Emails that should be a chat message.
- Chat messages that should be an email.
- Chat messages that should be phone calls.
- Phone calls that should have been an email.
- Emails that should be internal news posts.

The list goes on...

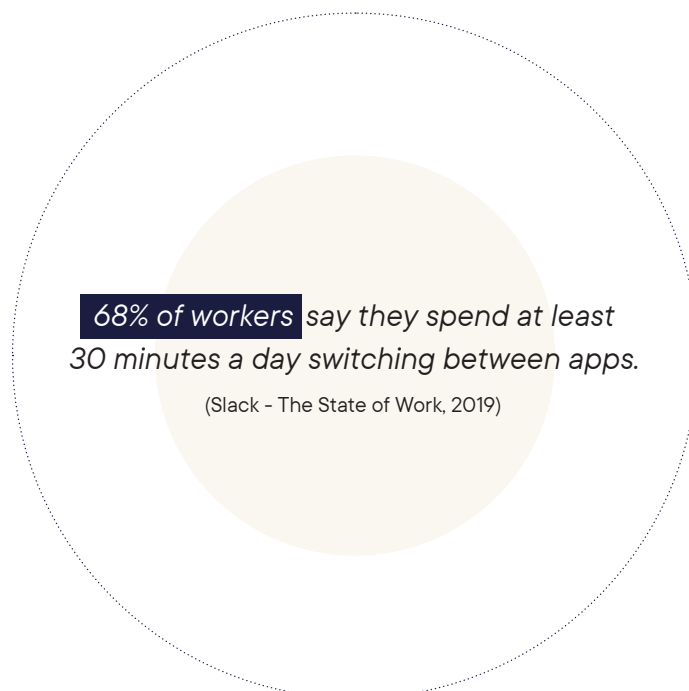
TMP - Too Many Platforms

Productivity issues might be unrelated to culture, but due to technology. Having too many tools, platforms and channels hurts productivity and reduces the effectiveness of each tool. Here's how.

App switching - The need or perceived need to switch between apps breaks focus and becomes deceptively time consuming. A global survey by Slack found 68% of workers say they spend at least 30 minutes a day switching between apps. A report from Pegasystems tracked desktop activity and found the average employee switches between 35 job-critical applications more than 1,100 times every day.

Search time - An overabundance of apps makes it more difficult to remember where and how to find information. There might be duplicate or unshared information floating around.

Resort to the quick fix - Employees combat the search challenge by relying on chat or phone calls to get answers quickly. This works in the short-term but creates problems as companies scale. Additionally, this method creates an extra burden for whoever is answering the questions e.g. HR teams, managers, experts, etc.



Unstructured knowledge management

No matter what tools are in place, knowledge management is a common challenge. There might not be an official process for saving files or sharing information. Employees will again resort to the quick fix. This style of knowledge management results in:

- A loss of “tribal knowledge” when tenured employees leave.
- Many employees get “spammed” by requests.
- The increase of notifications creates a false sense of urgency - causing unnecessary stress.
- New employees are hesitant to get information this way, hurting their onboarding experience.
- Updates and changes are not properly documented.

The screenshot displays a Slack conversation thread. At the top, a message from Armin Fabritius asks for help regarding Google Cloud Identity's free edition for non-profit customers and user access to various Google services. Below this, several other messages follow, including a question about the cost of premium identity for non-profits and a discussion about non-profit versions of services. A later message from Julie Dockx asks for advice on two specific issues: pushing out a Chrome extension and Google Drive data destruction. This is followed by a detailed response from Joël Theunis explaining Google Vault's retention rules and how to configure them. The thread concludes with a screenshot of the Google Vault configuration interface, showing options for retention periods and data deletion.

Armin Fabritius Yesterday 16:13 Following
NEED HELP // Hopefully some easy question for you guys: 1) Google Cloud Identity - Free edition: Is this is also available for Non-Profit Workspace customers ? 2) Do I understand correctly that users in this model are able to access, Drive, Docs, Sheets, Slides but NOT (shared) Calendars ? context: Opera Ballet Vlaanderen, for their external contractors (artists, dancers, musicians, craftsmen, ..)

6

Armin Fabritius Yesterday 16:20
what is the cost for premium Identity fo rnon-profit ?

Jeremy Bonnevalle Yesterday 16:21
daar is geen non profit versie van
MAAR zij kunnen toch gewoon non profit licenties maken?
dat is allemaal gratis

Armin Fabritius Yesterday 16:22
serieus ? dacht dat ze zeiden dat wel iets betaalden...
will check

Jeremy Bonnevalle Yesterday 16:23
nee

Armin Fabritius Yesterday 16:24
ok, dan is het idd opgelost zo

Julie Dockx Yesterday 14:49 Follow
hi all, I've 2 questions from a client who I want to try to help myself first before needing a call with an expert
Any advice on the below?
1) Chrome extensions - we're trying to push out a Chrome extension we created internally but we're seeing weird interactions where for some users it's an optional thing they can remove and for others it's fully managed.
2) Google Drive data destruction - I know via Vault there is a retention rule and policy for saving data, but is there a rule or policy we can enact to destroy old data?

Muchas gracias!

Joël Theunis Yesterday 15:06
1) users in different OU's/groups with different settings (on OU/group-level) ??? (to be checked)

Joël Theunis Yesterday 15:08
2) <https://support.google.com/vault/answer/2990828#>
Use retention rules to control how long your organization's Google Workspace data is preserved. You can:

Keep data for as long as you need it. If your organization is required to preserve data for a certain time, you can configure Vault to retain it. Data is retained even when users delete messages and files, and empty their trash.
Remove data when you no longer need it. If your organization is required to delete sensitive data after a certain time, you can configure Vault to make services remove it from user accounts and purge it from all Google systems.

Joël Theunis Yesterday 15:17
voorbeeld : default (30 dagen) overschrijven om bestanden op een bepaalde shared drive na 1 dag al definitief te verwijderen als deze naar de prullenbak verwezen werden

Aangepaste bewaarregel maken

Naam	Soort	Opschrijven op specifieke gedeelten
1	Bestanden	Specifieke gedeelten: Bestanden
2	Bestanden	Specifieke gedeelten: Bestanden
3	Bestanden	Specifieke gedeelten: Bestanden

Bewaarperiode: dagen

Opschrijven op specifieke gedeelten:

[Jump to bottom](#)

Lack of personalized communication

Another communication pain is a lack of personalized communication. The outdated method of top-down and siloed communication is the “bazooka” approach. Information is dispersed everywhere, untargeted. This adds to the noise, reducing the impact and reach. Employees think “not for me,” and ignore.

If communication follows a more personalized, targeted approach – important information becomes easier to find. Employees can find information relevant to them along with company news, without having to filter through an onslaught of information.

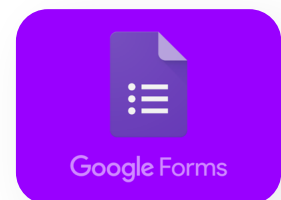
This idea of personalized channels reflects our personal lives. We choose the channels and content that inspires us. Bring this flexibility to your communications through communication and collaboration platforms.

Death by forms & surveys

Another pain point involves various process owners sending out surveys and requests for input, via surveys or forms.

Examples include:

- Personal development plan updates
- Lunch preferences for team building
- Product feedback requests
- Award voting and recognition
- Training availability requests
- Employee well-being pulse checks
- Employee engagement surveys



These have value. The pain point occurs because there’s no system for collecting, organizing and sharing the data. Each process owner uses whatever channel they choose so employees have to-do’s dispersed across Google Workspace channels. Some results might not get shared effectively and deadlines get missed due to the disorganization. A digital workspace tool creates a system for storing and sharing this internal data. It also makes it easier to kick off and manage projects that require survey data.

Work FOMO

Lastly, a general pain point is employees experiencing FOMO (fear of missing out). This is common for remote employees. Especially for those workforces who were forced into remote work because of the COVID-19 pandemic. There were no more impromptu talks in the breakroom. Employees were unable to get a feel for the office vibe or connect on a personal level.

Modern intranets with social-focused features address this with the communities based on departments, interests, locations, etc. This strengthens or revives a feeling of belonging. Employees can check in on a daily basis to see what's new and what's upcoming. They can keep track of events, webinars, celebrations, training opportunities, but most importantly can connect on a human level.



2.

Time to rethink your employee journey

Now that you know the pain points of digital friction. Here are the characteristics of an ideal digital workplace.

One stop shop

A feature-rich employee experience platform acts as the glue for internal communications and collaboration. It's an access point for information and a platform that integrates seamlessly with all Google Workspace tools. The user interface should be intuitive, relying on simple admin controls while having complex underlying technology.

Employee experience platforms allow the most valuable content and data to be placed front and center via the homepage. At the same time, it allows for targeted and personalized content to be sent throughout an enterprise.

Corporate communication 2.0

Personalized and targeted communication through employee experience technology allows for a new standard of corporate comms. Personalized content is relevant for each employee so content gets a higher read rate. Additional benefits include:

Visual & engaging - Employee experience content features images, videos, and graphics, plus memes and gifs! Unlike email, it's easy to embed these elements so they render properly on all devices. Other features like commenting, likes, polls and quizzes make the content more engaging.

Storytelling - Internal platforms should facilitate storytelling and creativity. Employees can post an educational series of posts, tutorials and more.

Employee focused - Everyone is granted posting and commenting permissions. This helps employees feel comfortable with sharing feedback and ideas. And gives them the opportunity to engage with leadership teams or department peers in another country.

Start with Why - Bestselling author Simon Sinek says that corporate leadership requires companies to, “find their why.” This differs from what a company does and how a company does it. The why is a purpose, cause or belief. Digital workspaces allow companies to keep their values front and center while gathering feedback from their employees. This approach helps everyone better understand decision making and how they fit into the greater goal.

The Golden Circle

WHAT

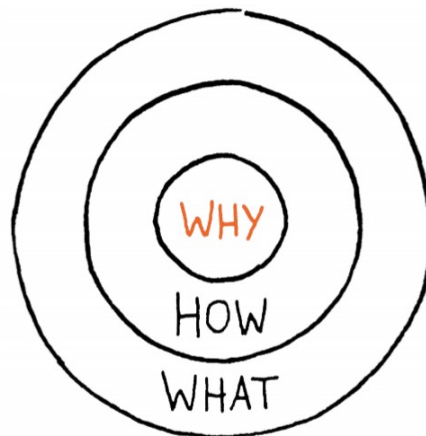
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Get everyone onboard

Digital workspaces address onboarding pain points by building an interactive checklist directly into the platform. This helps employees stay organized while connecting them with their onboarding mentor, teammates and company resources. New employees can quickly download the apps they need and schedule the right meetings. It provides a social element as employees can welcome the new team member and get to know each other.

Get work done

Social activity is important but digital workplace technology needs to help with productivity to be a good investment. Here are some must-have productivity features:

Dashboard - A dashboard to access all collaborative and business-critical tools.

Google Docs integration - Take advantage of collaborative editing in Google Docs, then post the finalized document as a post to the intranet. View likes, comments and reply directly without leaving Google Docs.

Add attachments - Another integration allows you to publish any Google work document (Docs, Sheets, Slides) as an attachment to a content post.

Google Chat integration - Share any post directly to Google Chat.

Task checklist - Using a task list widget, you can add tasks by creating a checklist.

Enterprise search done right

Leading workspace tools leverage Google Cloud Search to provide a powerful search experience. Search through the archive of posts, FAQs and Google Workspace files in milliseconds. Easily integrate other third-party apps, datasets and operation platforms then use the power of Google Cloud Search.

The search results can be filtered by type, site, date, and more. Google Cloud Search uses machine learning and natural language processing to identify relevant results and provide predictive search functionality.

Feedback & ideation

A digital workspace can't be stagnant, it needs to evolve as company needs change. Several features help with this:

Built-in Analytics - An analytics dashboard allows admins to measure KPIs and OKRs. This includes analytics for the platform, individual sites and posted content. This helps to identify potential problem areas.

Embedded Data Dashboards - These dashboards pull in data from other sources so managers can track team KPIs, sales figures, team objectives, top performers, etc. Use Google Data Studio to build custom reports and dashboards.

Feedback cycles - Beyond specific features, a digital workspace helps feedback turn into action. Programs and initiatives are discussed transparently. And all employees have a direct way to share feedback and ideas.



Effortless knowledge management

The ideal digital workspace addresses knowledge management issues both directly and indirectly.

Two-way integrations - Integrations with Google Workspace apps, Slack and more help employee experience platforms become a source of truth for documents and data. Create direct links to important Google Drive files within relevant workspace pages. Or sync Google calendars to keep track of events.

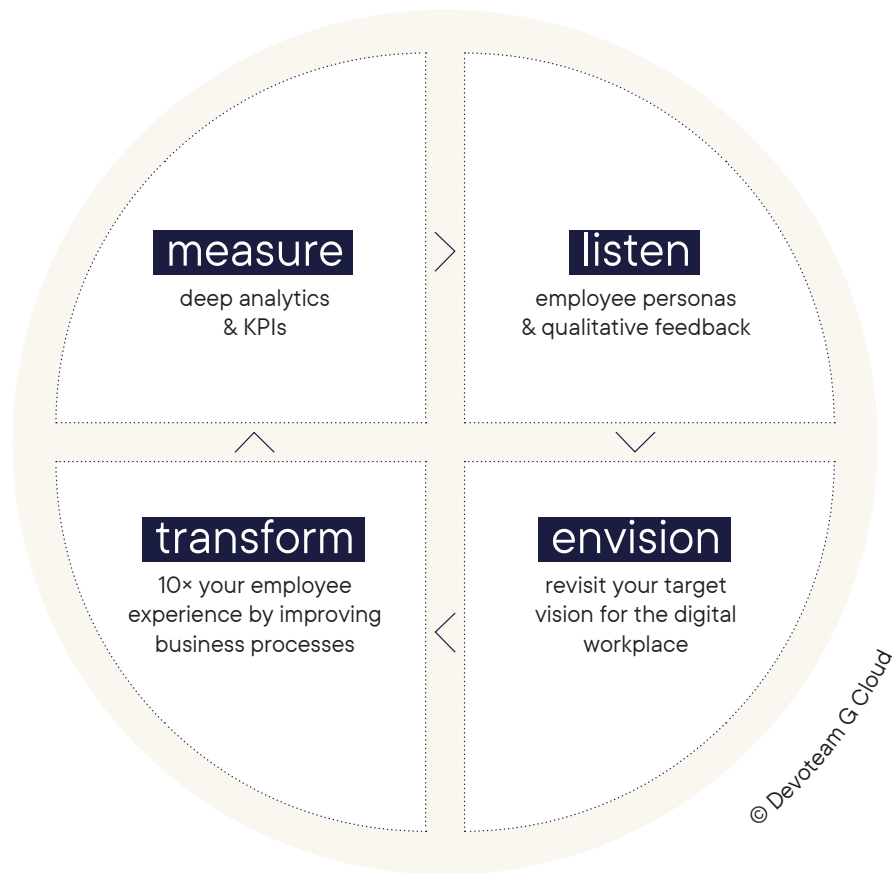
Resource center - Build an all-encompassing resource center directly with your employee experience platform. This provides employees with a one-stop-shop to store marketing materials, sales assets, FAQs, HR policies, procedural documents and more.

Searchable database - An indirect but vital benefit of connecting apps and storing resources in one place is it automatically becomes a searchable database. Employees can track down hard-to-find information with a simple keyword search, and search across apps.

Social, customizable tagging - Social intranets help users apply a system of folksonomy. Employees or admins apply intuitive hashtags to information so it's easier to find later.

3.

Going beyond: transform the employee experience



One of the major principles at Google is, “Think 10x.” This is the idea of innovating by trying to make something 10 times better instead of incrementally. Employees with the right systems and technology have more freedom to apply this thinking. Here’s how.

Revisit your vision - what's next ?

Organizations that are equipped with Google Workspace tools and an open social intranet can then revisit their vision and goals.

Recalculate - With enhanced communication and collaboration, which goals can be updated or created?

Future integrations - What types of integrations would increase the intranet effectiveness? What platforms could be removed or downsized based on new digital workspace capabilities?

Build a data culture - Data cultures can be built and maintained by leveraging Google and a digital workspace. This includes the built-in analytics and integration with Google Analytics. Beyond that, there's the potential to plug in analytics for all sorts of use cases. Analyze the employee journey or build advanced business intelligence dashboards. The addition of an intranet with Google data allows organizations to go from analytics to insights.

Update your employee personas

Employee personas are used by internal communications and HR teams to help with employee engagement.

Hélène
the energetic HR recruiter

"Turnover is so high at PwC - I just don't know who's who anymore."

ABOUT
Hélène has a very wide range of tasks: organising job fair events, interviewing candidates, doing legal paperwork for new joiners... She doesn't like the administrative processes but loves meeting & working with new people everyday. If she's not smiling, she's probably ill.

AGE 24
FUNCTION HR re
DEPT. IFS H
SENIORITY 2 years

INFORMATION NEEDS

- Find hotels
- Find venues for job fairs
- Communicate about events
- Communicate about job positions
- Communicate about new joiners
- Find meeting rooms & catering
- Traffic info

FRUSTRATIONS

- Activity based v
- Getting in touch
- Taleo and it's li
- applications
- I don't know wh
- much turnover

MAIN TOOLS & CHANNELS

- Taleo
- Google Forms for surveys
- LinkedIn

INTERESTS & MO

- Getting mor
- company the
- competitve
- Contacts wi
- people pers
- Shopping, vegan lifestyle, indie & folk
- music festivals (Dour)

Thomas
the junior tax consultant

"I have a good feeling about my new employer - even though many process seem quite improvised sometimes."

ABOUT
Thomas is a young and ambitious new joiner at PwC, starting a consulting mission for a huge multinational. He feels PwC is a well-oiled machine, but has some trouble finding everything he needs, and feels a bit disconnected from his new colleagues and "the firm".

AGE 26
FUNCTION Junior consultant
DEPT. TLS - Tax
SENIORITY 6 months at PwC BE

INFORMATION NEEDS

- Get the latest update on his project & clients
- Keep updates on Tax regulation changes
- Find relevant customer cases
- Find templates
- Learn about career opportunities at PwC
- HR info related to becoming a parent

FRUSTRATIONS

- Not much attention for the people side of things
- His manager's lack of time to follow up
- Client complaints
- Cumbersome TLS DMS
- Doesn't know his colleagues very well

MAIN TOOLS & CHANNELS

- My iPhone
- Gmail
- Vantage
- Tax Search
- TLS DMS
- iPower

INTERESTS & MOTIVATION

- Hockey
- Learning new skills on the job
- Making a career at PwC

Digital workspaces help organizations create or strengthen these personas. For example:

Connect the “why” – Analyzing employee survey responses and activity can help executives develop shared goals.

Annual or quarterly review – HR teams can analyze employee data and activity within a digital workspace to help with reviews and updates to employee personas.

Content ideas – Employee personas can inspire internal content ideas and digital communities that will resonate with various teams.

Gather employee feedback – Surveys and analytics can help to map out an employee journey which informs employee personas.

Transformation Workshops & Tools

Creating a 10x employee experience requires an examination of processes and tasks to see what can be automated or approved.

Think about how integrations can reduce the friction in your employee experience.

- A search built for enterprises through Google Cloud Search.
- An employee directory that updates automatically.
- An integrated calendar that pulls from multiple data sources.
- A complete files, document and project repository.
- An intuitive knowledge base powered by a Google Drive integration
- Quick access to chat applications
- Using data intelligence and analytics for human resources
- Planning tools for finance or events
- BI reporting & KPI dashboards

AMA - the employee assistant - One example of a way to transform the employee experience is a LumApps add-on, AMA. This integrated chatbot uses a conversational interface and natural language to help employees find information quickly. The bot connects to your intranet, Google Workspace apps and other data tools. AMA is able to:

- Ask and answer questions
- Retrieve data
- Find colleagues
- Perform requests

Examples of conversations

Hey Assistant! What are the steps for hiring an intern this summer ?

[Bot] It's says in the BE Hiring Policy that you need to fill in [this form](#).

intranet

Who can help me with subcontracting ?

[Bot] **Francine De La Monnaie** is head of Procurement, but she's on holiday. I see that **Miranda** (***) in her team is online. Ready to video call her?

User directory Calendar

[Bot] Hey! You may want to check out these [news](#) articles from the Innovation Squad & from you CEO.

intranet

Hey Assistant! What is the margin we have on the Chocolate product line this month ?

[Bot] The margin for the Chocolate product line for November is **16%**.

Spreadsheets

[Bot] Hello Susan! Don't forget there's an event at the office tomorrow - better work from home if you want to avoid parking issues.

Calendar Alerts

Block my agenda tomorrow morning.

[Bot] Sure - do you want me to cancel the Sales meeting with Marc & Julie ?

Calendar

How large is our sales pipeline?

[Bot] For which product, Susan ?

Milk products.

[Bot] 214K €.

Salesforce

devoteam
G Cloud

36

PWC BELGIUM - Yoda bot

4.

People > technology

We must remember this fact: all the technology in the world will not guarantee a best in class employee experience.

You need people and governance to get the most out of the available tools. And a mechanism to evaluate, educate and correct when it comes to technology. Here are some examples:

Onboarding - Having a system in place for onboarding doesn't help if mentors, colleagues and managers don't put in the effort to assist new employees. Onboarding needs to be updated and improved based on employee feedback.

Feedback cycles - Regarding feedback, a digital workspace facilitates feedback collection and integration but that doesn't make it automatic. Leadership teams have to want to implement employee feedback and set up the system for doing so.

Social communication - Conversing within communities and through posts is effective for breaking department silos, but requires buy-in from employees. There has to be an environment where posts are frequent so employees are less intimidated.

Productivity - Teams need to have the right tools and integration to perform their job. There are other factors in play such as company culture, engagement and trust within the organization. These are affected by people and their actions.

Conclusion

The events of 2020 changed the employee experience forever. It proved how important it is for employers to be flexible and to expect the unexpected. Understanding employee pain points, then improving the employee experience with people and technology is how organizations can seize the opportunity. Contact us to learn how Google Workspace users enhance their experience with digital workspace integrations.

About



LumApps is a leading Employee Experience Platform founded in 2015 to unify the modern workforce through better communication, engagement, and instant access to information. Integrated with Google Workspace and Microsoft 365, LumApps intelligently connects people, information, and business applications to empower employees and enhance productivity. The product tailors each experience to the unique needs of the employee, from executives and managers to frontline workers. LumApps is a true SaaS platform, designed to scale to the needs of today's largest enterprises and is easily accessible across any device or language.

With over 250 people in 6 offices located on 3 continents, LumApps serves prominent companies like Veolia, Airbus, Valeo, Air Liquide, The Economist and Electronic Arts, supporting more than 4 million users worldwide.

www.lumapps.com