

NextGen HR Customer Experience

Creating outstanding Employee Experience
with PwC's HR Transformation consulting
and Microsoft solutions



Companies focused on tech-powered HR Customer Experience are Employee Experience champions

However, moving HR to the cloud is not enough to boost HR performance and Employee Experience

5.1x

more likely to engage and retain employees as well as to create a sense of belonging.²

2.4x

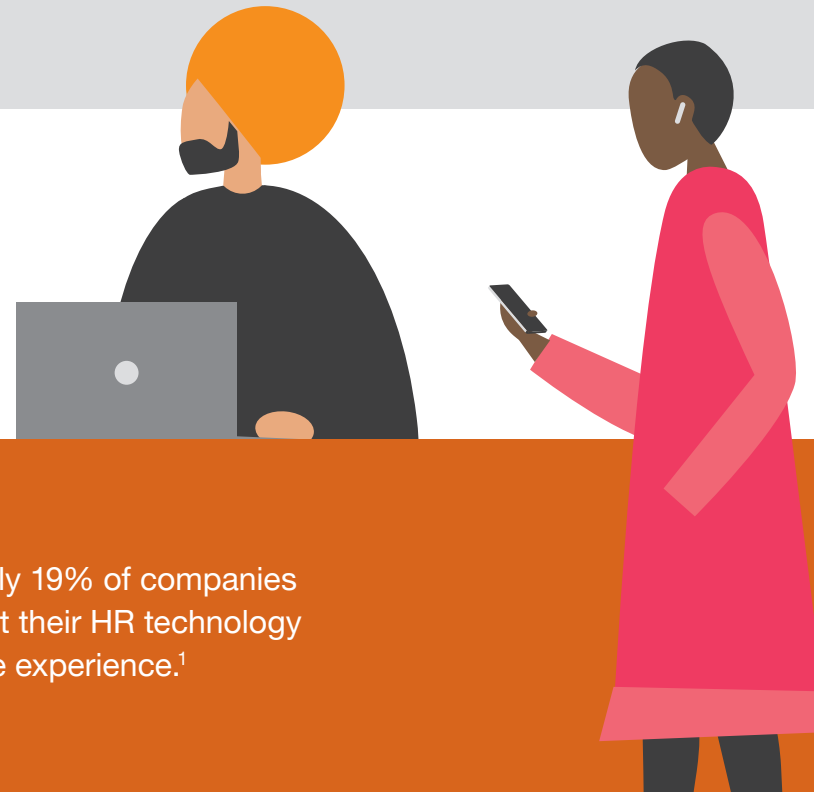
more likely to delight customers.²

3.7x

more likely to adapt well to change.²

4.3x

more likely to innovate effectively.²



40%

of companies with HR cloud in place and only 19% of companies with HR on premise technology reported that their HR technology was very effective in improving the employee experience.¹

¹ PwC HR Technology Study 2020;

² The Definite Guide: Employee Experience, The Josh Bersin Company, 2021

“

Cloud HRIS is not the end of the journey

Learn about how to improve employee experience



Conventional cloud software and complex organisations create customer experience issues across the whole HR ecosystem



HR Operations



I face challenges in generating accurate and comprehensive reports for HR analytics and workforce planning.

The onboarding process is cumbersome, and I spend significant time manually entering new hire information.

Managing employee data across different systems is a complex and error-prone process.

Managers



I have a hard time with the new MSS – the entry masks are unintuitive and complicated.

The absence management module doesn't provide sufficient visibility into my team's availability and leave balances.

Employees



I find it difficult to navigate through the system and find relevant information in the flood of information.

The self-service features are not user-friendly, making it challenging to manage my personal information.

I have the feeling that HR is not well coordinated. I often have to enter the same information in several places.

HR Leaders



I struggle to gain real-time insights into the overall workforce performance and engagement.

There is limited support for succession planning and talent development initiatives.

The system lacks advanced analytics capabilities, hindering strategic decision-making.



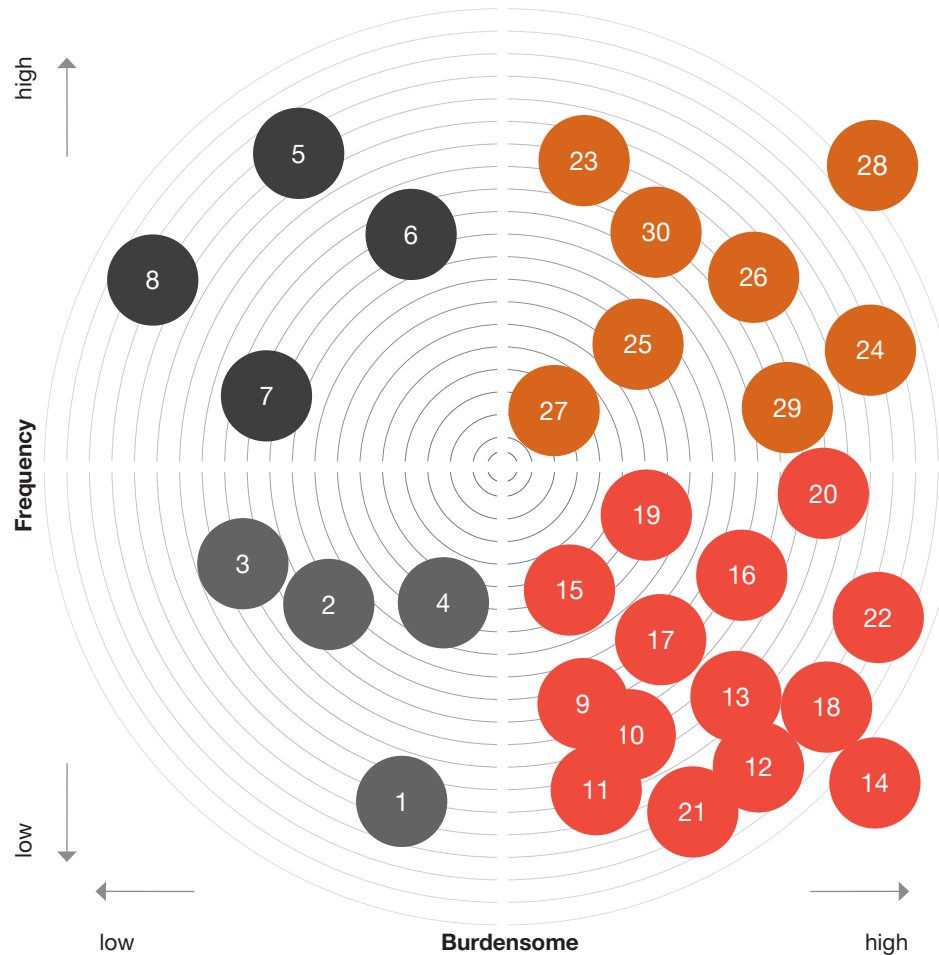
Customer experience issues surface when organizations and technologies do not work seamlessly behind the HR scenes

Burdensome low, frequency high

- 5 Information overflow – no customized information available
- 6 Holistic and automated KPI generation across systems
- 7 No or not easy to understand policies in place
- 8 No innovative and disruptive HR apps fully integrated into the day-to-day HR work

Burdensome low, frequency low

- 1 Enhancement of service offerings limited due to resource restrictions
- 2 Missing transparency on workflows/request status
- 3 Missing (technical) capabilities within HR
- 4 Authorization concept too complex or not communicated



Burdensome high, frequency high

- 23 Static system processes and unfriendly user experience
- 24 System limitations in HR cloud solutions
- 25 Limited technology based customer offering & service delivery model
- 26 The service offering is stretched across multiple channels
- 27 Low UX in ESS/MSS services (low user adaption)
- 28 No process efficiency – Processes are too long and complex with too many roles and approvals
- 29 Missing system interfaces
- 30 Partially required double data entries

Burdensome high, frequency low

- 9 No strategy in place for after the initial (cloud) implementation
- 10 No future-proof target picture defined
- 11 Customer Experience not part of the HR strategy & vision
- 12 Missing standardization of service offering and delivery
- 13 Low degree of process and role standardization
- 14 HR role and business model not harmonized with technology and process framework
- 15 Missing definition of E2E process and handover points (also beyond HR)
- 16 Missing clear allocation of responsibilities for roles
- 17 Organizational roles do not match role based permissions in system
- 18 Lack of a governance model to manage core HR functions and project teams
- 19 Lack of trainings for different user groups
- 20 No mature/complex HR-IT landscape
- 21 No or not matured ESS and MSS in use
- 22 Partially limited system stability and availability

Root causes of customer experience issues can be found throughout all layers of HR ecosystems

Vision & Strategy

- No strategy in place for after the initial (cloud) implementation
- No future-proof target picture defined
- Customer Experience not part of the HR strategy & vision

Customer Offering

- Limited technology based customer offering & service delivery model
- The service offering is stretched across multiple channels
- Missing standardization of service offering and delivery
- Enhancement of service offerings limited due to resource restrictions
- Low UX in ESS/MSS services (low user adaption)
- Information overflow – no customized information available

Structures & Interactions

- Low degree of process and role standardization
- HR role and business model not harmonized with technology and process framework
- No process efficiency – Processes are too long and complex with too many roles and approvals
- Missing definition of E2E process and handover points (also beyond HR)
- Missing clear allocation of responsibilities for roles
- Holistic and automated KPI generation across systems
- Organizational roles do not match role based permissions in system
- Lack of a governance model to manage core HR functions and project teams
- Missing transparency on workflows/request status
- No or not easy to understand policies in place

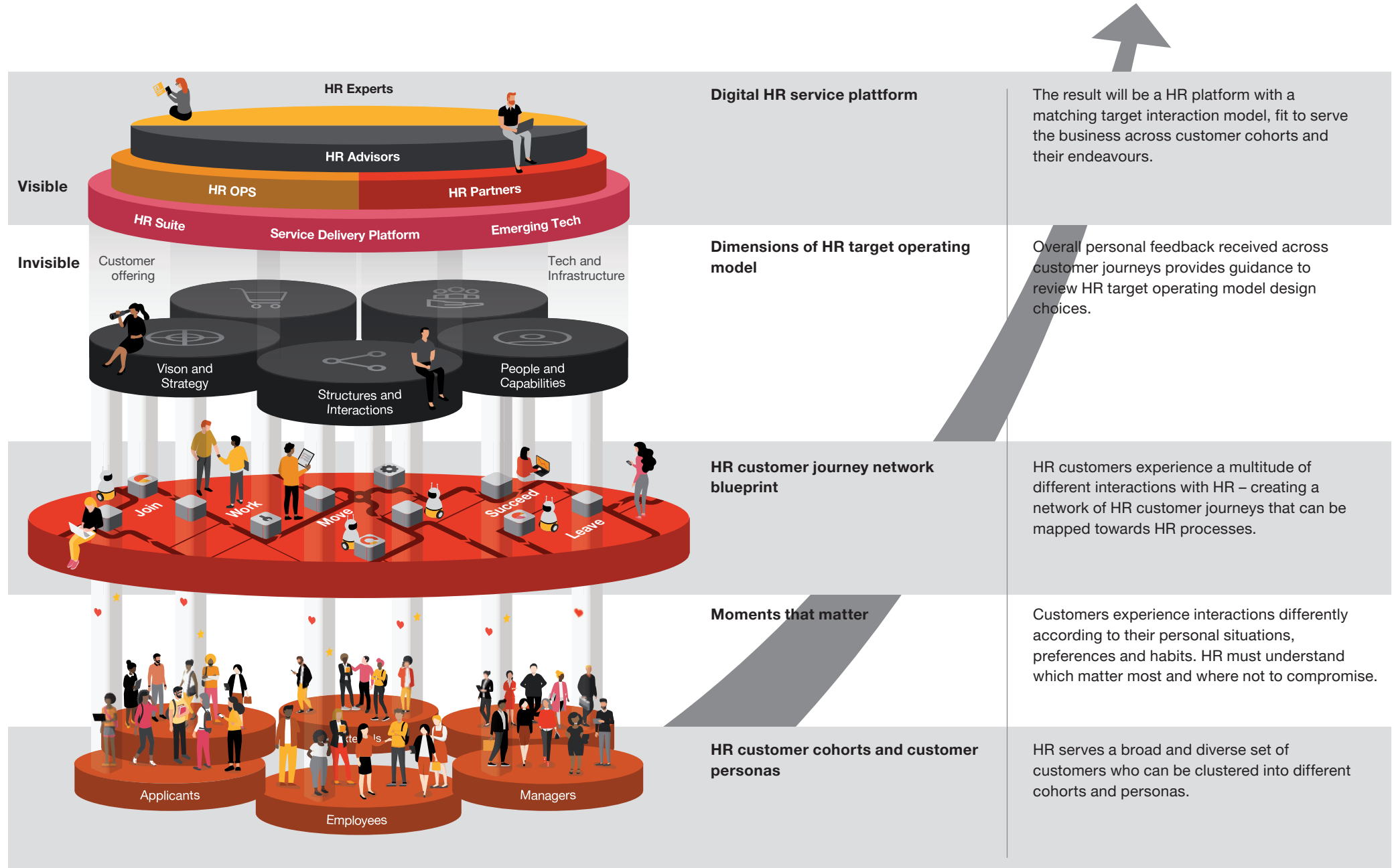
People & Capabilities

- Missing (technical) capabilities within HR
- Authorization concept too complex or not communicated
- Lack of trainings for different user groups

Tech & Infrastructure

- No mature/complex HR-IT landscape
- Missing system interfaces
- No or not matured ESS and MSS in use
- No innovative and disruptive HR apps fully integrated into the day-to-day HR work
- Static system processes and unfriendly user experience
- System limitations in HR cloud solutions
- Partially required double data entries
- Partially limited system stability and availability

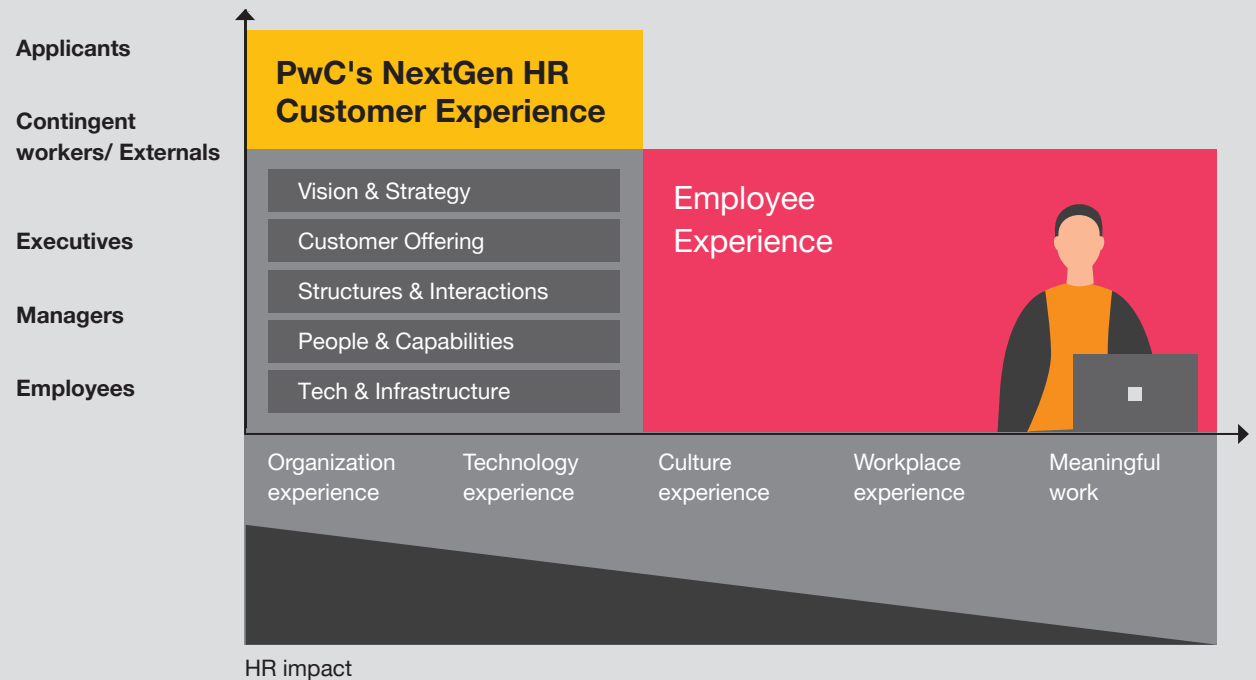
PwC helps build multi-layered HR ecosystems from a customer-centric perspective



PwC's NextGen HR Transformation approach creates Employee Experience throughout the entire HR ecosystem HR



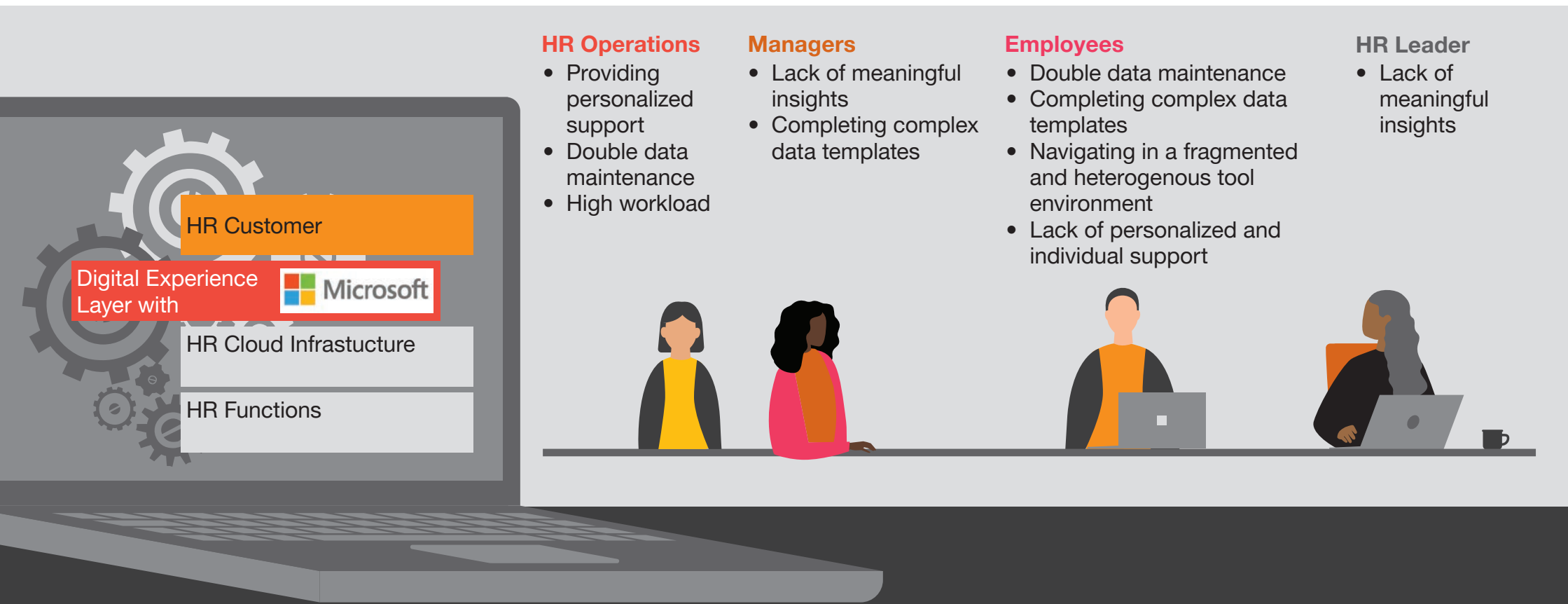
HR can make a tremendous impact on the organisational and technological dimension of Employee Experience.



Inserting a digital experience layer bridges gaps in HR structures and technology



Customer experience issues can be solved with embedding a digital experience layer using Microsoft Viva, Power and Copilot



Microsoft solutions build modular and adaptive experience layers integrating with existing set-ups



The problem

Do you have multiple portals, intranet sites & SharePoint which is impacting your employee experience in the way they find and consume content?

Do your employees have problems finding the right information and tools to complete their tasks?

Can your HR customer easily place the inquiries or find answers?



Our solution

Employee Experience Platform

- Offering one-shop-stop in MS-Teams enhanced with AI capabilities to offer modern employee experience and enable your employees across all business units to easily & intuitively find and surf the tools, materials, resources and content that is critical to their day2day operations.
- The employee experience platform offer possibilities to integrate with your service management tools and other HR tools to foster the connections across your HR IT landscape and utilize all MICROSOFT offerings & products.

HR Customer Insights Platform

- Powered by MS- Power BI & utilizing AI capabilities, we will enable HR leaders and business managers to receive meaningful insights around HR data and processes in a modern and easily managed approach leveraging different data sources in HR & non-HR systems.
- Your HR customers and HR experts will get access to well-designed dashboards, track HR KPIs, generate individualized ad-hoc reports & gain visibility into workplace activities, communication behaviors and collaboration patterns.

HR IT Integration

Connects a heterogenous and fragmented HR IT landscape to reduce double data maintenance across systems

Based on



Microsoft Power Platform



Viva Connections



Viva Learning



Viva Engage



Viva Topics



Azure OpenAI



Copilot

Do your leaders have difficulties receiving meaningful insights from the existing HR data?

Are you looking for a simplified and comprehensive reporting capabilities for your HR data across all HR systems?



Microsoft Power Platform



Viva Insights



Viva Topics



Azure OpenAI

Is double data maintenance a problem within your HRIT landscape?



Microsoft Power Platform

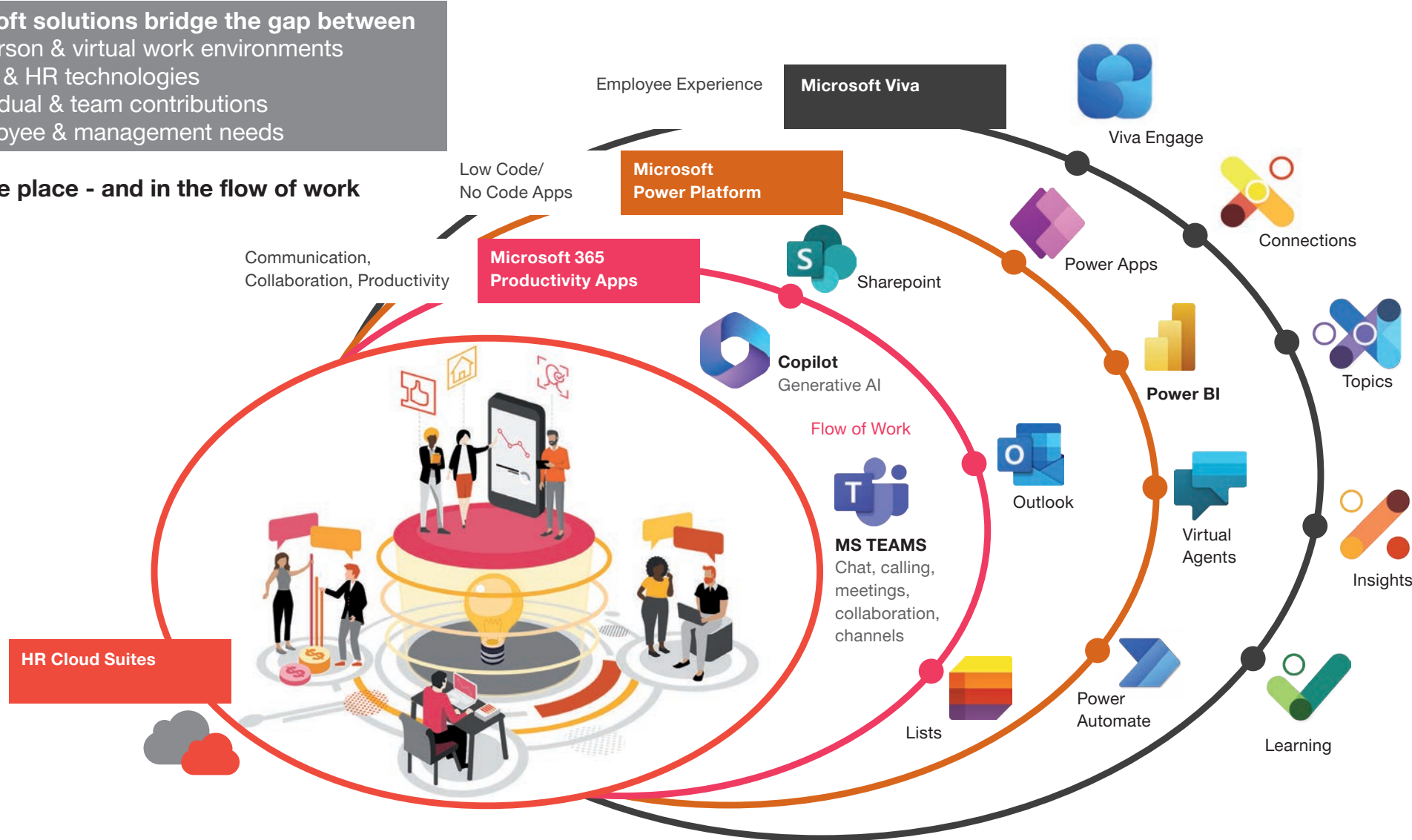
Viva, Power and Copilot help putting your employees at the heart of your company universe



Microsoft solutions bridge the gap between

- In-person & virtual work environments
- Work & HR technologies
- Individual & team contributions
- Employee & management needs

All in one place - and in the flow of work



PwC and Microsoft help you build customer-centric HR ecosystems embedded in your existing HR set-ups



Flexible

Build solutions fast with the market's most intuitive point-and-click approach



Resourceful

Save costs through reducing unnecessary expenses, and maximizing the efficiency of your applications



Connecting

Keep everyone informed, included, and inspired



Insightful

Improve productivity and wellbeing with actionable insights



Innovative

Quickly turn your bright ideas into brilliant solutions

Our Offerings



**Employee Experience
Platforms**

**Service Management
Tools**

**HR Customer Insights
Platforms**

**HR Technology
Integration**

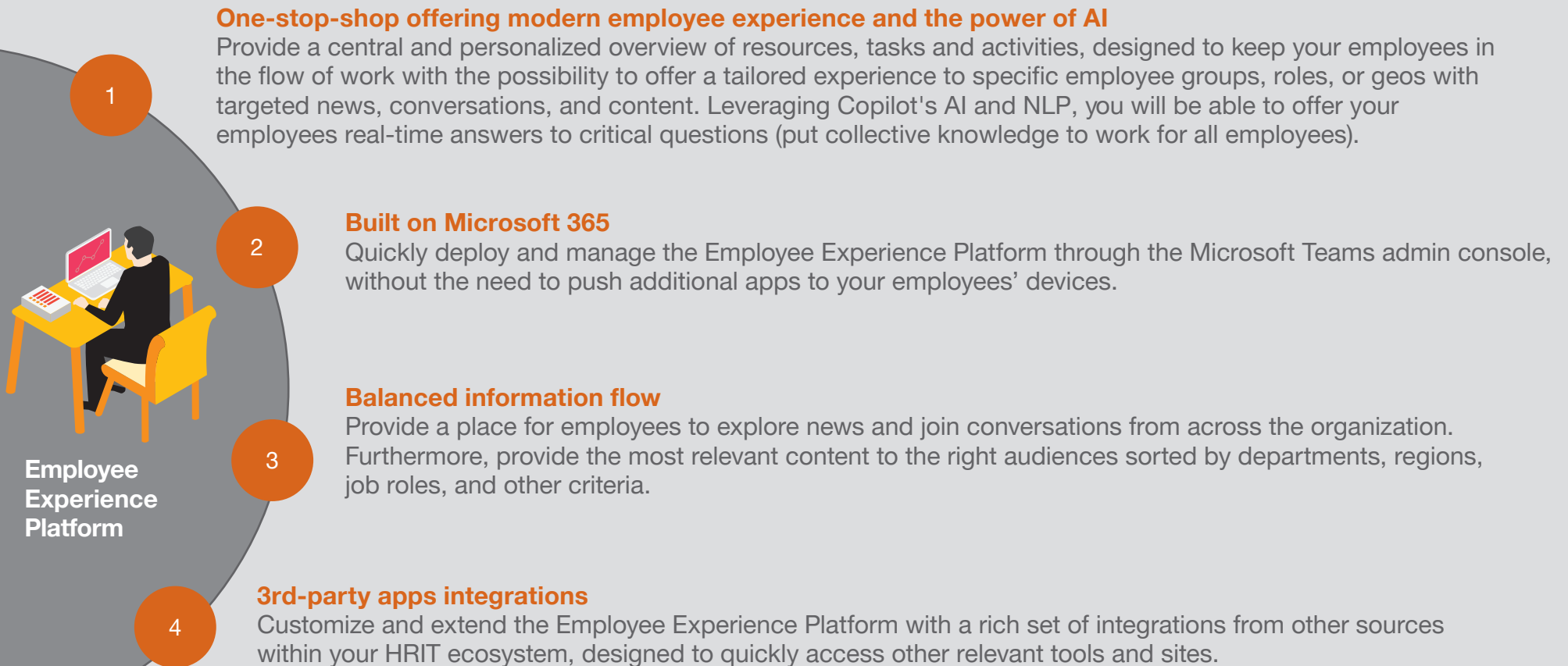
“

Efficiency in mind, customer at heart

Learn about our solutions



With an Employee Experience Platform anchored in Microsoft's Teams environment and enhanced with Copilot's AI capabilities, your HR customers have all information right at their fingertips



Good morning, Lynne

What are you looking for today?



Search in Viva Connections

Curated and tailored

You can curate your employees experience by using groups and providing audience targeted content.

You can tailor your employees experience by giving them freedom to design their setup and allow content based on the sites they follow.

All while matching the layout to your organizational brand.

Feed

Use the feed to display relevant information from across your organization. The feed automatically balances fresh and engaging content with corporate communications, while also ensuring that they see the most important messages. With content from

- Your intranet website
- SharePoint news
- Community Posts

Feed

❤️ Health Check

Take the daily health check before work

Check-in

📣 Internal news

Catch up with all the latest information

Open

👥 Community posts

Look what your co-workers are up to

Go to site

📘 Help center

How can we help you today?

Ask for help

🤖 Copilot

Need help with your work? Ask Copilot

Ask Copilot

📅 Team calendar

This week

3 team members are out of office. 1 report due

See all

🕒 Time manager

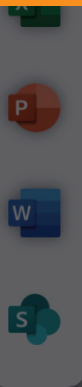
Keep track of your working hours

Open

SAP SuccessFactors

3 items are awaiting your actions

View items



Good morning, Lynne

What are you looking for today?



Search in Viva Connections

Apps



Dashboard

Assigned tasks

2 important tasks due
Architecture design + 1 more

See all

Help center

How can we help you today?

Ask for help



Team calendar

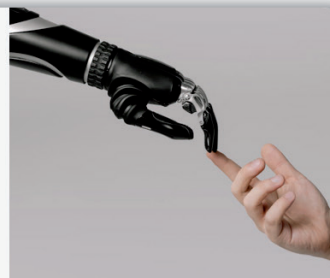
This week
3 team members are out of office. 1 report due

See all

Copilot

Need help with your work? Ask Copilot

Ask Copilot



Time manager

Keep track of your working hours

Open

SAP SuccessFactors

3 items are awaiting your actions

View items



Content Dashboard

Use the dashboard to create a curated experience using dashboard cards that give your employees access to their most critical content and tools. The cards can be used to

- Display a quick view with more information or an input form
- Navigate to a SharePoint page
- Access a Teams app
- Integrate other HR services and systems

Internal news

Catch up with all the latest information

Open

Community posts

Look what your co-workers are up to

Go to site

Resources

Use the resources to display relevant links and frequently used sites to help your employee navigate quickly. Resources include

- Customized navigational links
- Dynamically generated links to frequent and followed SharePoint sites



Search in Viva Connections

Resources

Relecloud

∨ News

∨ Top resources

∨ Support

∨ Policy

∨ Career and benefits

∨ Getting around

∨ Facilities and food

Frequent sites



The Landings



Human Resources



Leadership Connection at Relecloud



Retail Operation



Relecloud Pride



Site name goes here



All company

[See more](#)

Followed sites



Working From Home



Global Sales



Fun Stuff



Team Events



Relecloud Design



Women at Relecloud



Be well

[See more](#)

Provide your HR customers with an intuitive platform for reporting HR data and amplifying insights from your HR data across different data sources, including non-HR data

Well-designed Dashboards

Powered by MS- Power BI, your HR customers will get customer oriented visualizations that tell a story around your selected HR topics/ areas with the possibility to easily access underlying reports and datasets.

1

From measures to decision making

Track and measure your key HR KPIs to enable decision-making towards strategic goals. You can track your lagging indicators (focus on current operational level/ best performance) & leading indicators (aim at predictive future performance)

2

Ad-hoc reporting as a self-service

Utilizing AI capabilities, we will shift the ad-hoc HR reports requests to a self-service approach enabling your HR customers & HR experts to easily run their own individualized reports which are critical to their daily operations using Q&A formats to get the insights they are looking for considering non-HR data sources.

3

Get more than HR data insights

Utilizing MS-Viva Insights, your HR customers & HR experts will gain visibility into workplace activities, communication behaviors and collaboration patterns. This will help your business leaders and managers of large teams to understand how their organizations—the people who report to them directly or indirectly are succeeding at work.

4



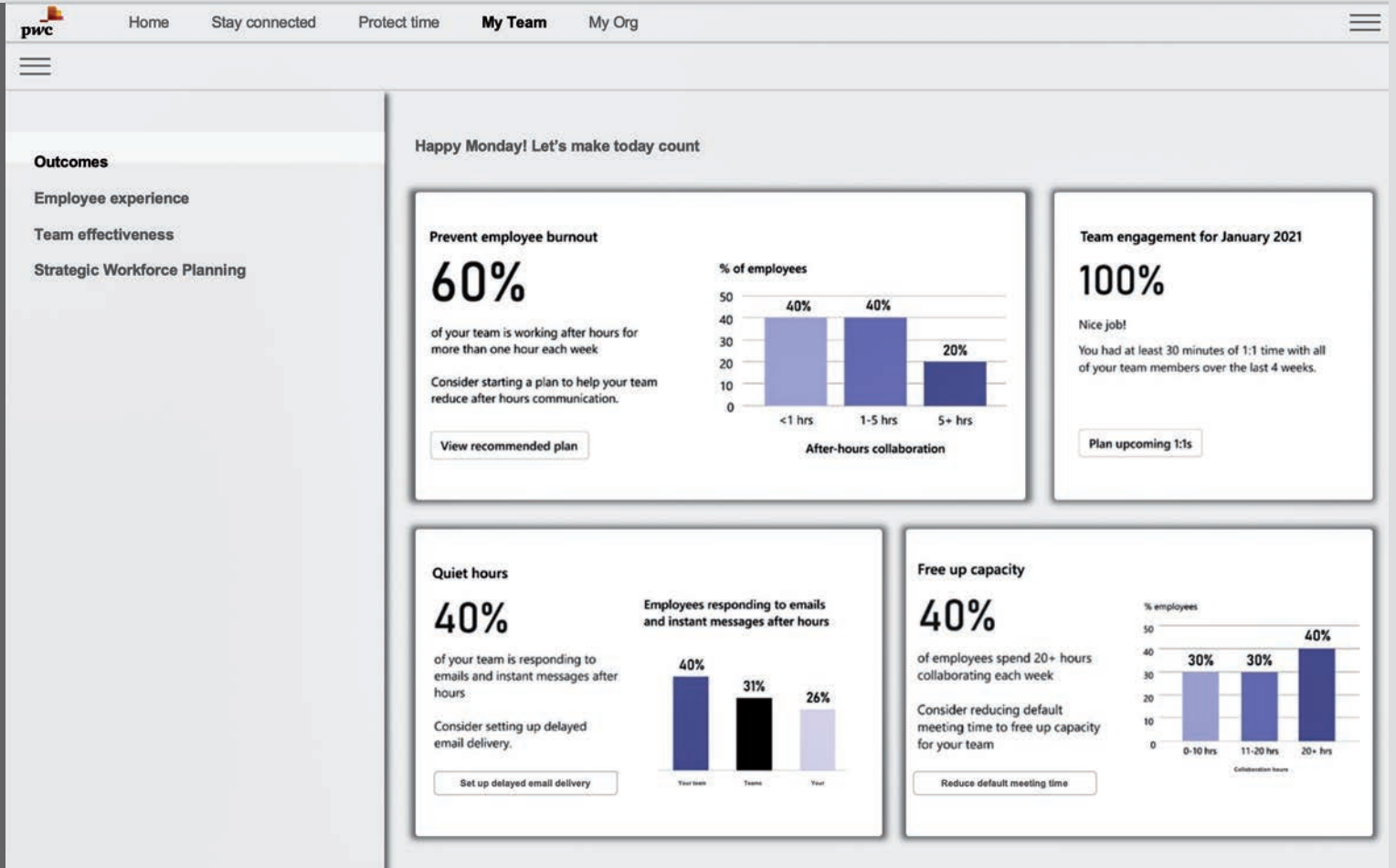
HR Customer
Insights Platform

HR Customer Insights Platform

The HR Customer Insights Platform combines dynamic visualizations of HR data.

- Unify self-service and enterprise analytics
- Create deeper, more helpful insights
- Find answers fast with industry-leading AI
- Improve publishing efficiency & accuracy of BI content
- Get unparalleled Excel interoperation
- Turn insights into action
- Stream analytics in real time

Highly customizable and ideally suited as a managed service, and as a starting point for follow-up projects, e.g. on data analytics and leadership upskilling, etc.



Create a variety of dashboards



“

Realize your full digital HR value now

Learn about our joined approach



Start your experience-led HR transformation with PwC and Microsoft in a rapid approach

0 Kick-off

Evaluate & streamline project organization, facilitate team cooperation and set a high-level goal.

1 Customer experience readiness evaluation

As-is and vision

- Review & improve digital systems & infrastructure.
- Provide external insights.
- Sketch future capabilities.
- Aggregate needs & requirements.

Scenario building and benefits

- Evaluate the benefits and consumption.
- Project initial & operational efforts after transformation.
- Examine potential savings & opportunities for growth.

2 Recommendations

- Inform stakeholders, prepare documents.
- Create high level roadmap.
- Recommend a future strategy for Customer Experience.

Evaluation



1 Customer experience layer design

- Design the structure of the customer experience layer that fit the business requirements and employees needs.
- Design security architecture, incorporating measures for data protection, privacy and compliance
- Perform a cost analysis of the chosen customer experience setup
- Pilot: test and validate the design of the customer experience layer to ensure seamless and satisfying customer journey's.

2 Prepare realization

- Prepare business processes & identify which processes have to be revised.
- Roadmap implementation, incl. training for employees
- Plan maintaining business operations during transition.

Blueprint



1 Change-management

- Conduct a training to prepare employees for the transformation and usage
- Ensure organizational alignment and readiness for the new experience layer.

2 Implementation

- Establish the experience layer.
- Implement security measures and regulatory compliance checks.

3 Optimization

- Monitor & optimize experience layer performance and usage for efficiency.
- Facilitate user adoption, driving change management process to full effect.

Realization



We form a joint collaboration model between you, Microsoft and PwC to leverage all of our expertise in the best possible way

Required activities & resources

Client Company

- Provide documents for As-Is HR IT Landscape to enable the **experience transformation**
- Allow access to relevant stakeholders
- Provide **IT infrastructure** costs
- **Ensure availability of project relevant roles**
- **Ensure adequate response time** to requests
- Establish of a decision-making capacity



- **Review** HR IT infrastructure, employee and business **expectations and need**, and **risks** related to **changing the setup**
- Incorporate **outside opinions**, **consolidate requirements**, and consider **competitive** and **compliance factors**
- **Estimate transformation efforts**, and **forecast post-migration ops**
- **Prepare strategy documents** and conduct **stakeholder briefings**



- Identify the **experience layer costs** based on data-gathering templates and selected expert sessions.
- **Assess cost saving potentials**
- Provide Microsoft **license fees**, hosting costs etc. under consideration of cloud cost levers
- **Calculate and continuously adaption of experience layer business case**



Client Company



Winning Team

PwC is one of the world's leading digital HR Transformation consultancies

Our HR Customer Experience experts

Sebastian Gemeinhardt

Director

Email: sebastian.gemeinhardt@pwc.com

Mohamad Ghobn

Senior Manager

Email: mohamad.ghobn@pwc.com

10,000 specialists for people and organisations in 138 countries – helping you deliver organisational strategy through people.

Vanguard ALM has ranked PwC as a Vanguard leader in HR operations and HR consulting.

Leading people analytics and insights powered by PwC Saratoga®, the world's leading source for human capital metrics.

We've provided advice on people and organisation issues to 76% of the Fortune Global 500 in the last two years.

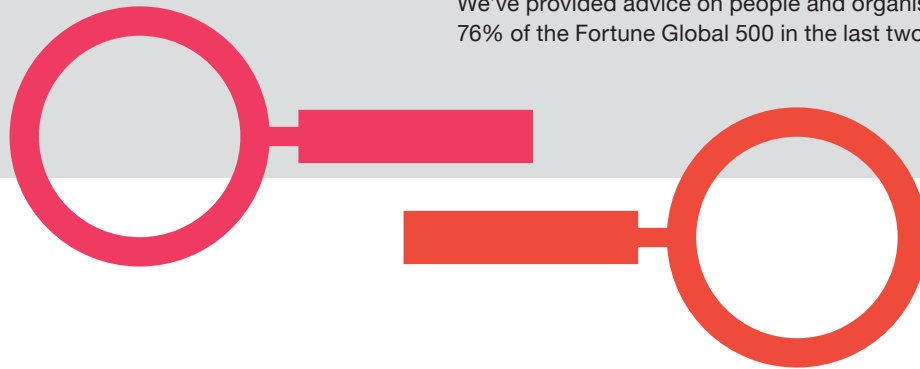
208,000 PwC people worldwide that we call upon to help create the value you're looking for.

Number one globally for HR consulting: the HR Monitor survey of HR directors across the world rates PwC as having the best reputation in HR consulting.

17,500 clients have trusted us to help solve their biggest people and organisation problems over the last two years.

PwC was ranked 4th in Diversity Inc's "Top 50 Companies for Diversity 2017" list.

Strategy&'s Katzenbach Center creates market-leading insights on the future of organisational culture and leadership.



About us

Our clients face diverse challenges, strive to put new ideas into practice and seek expert advice. They turn to us for comprehensive support and practical solutions that deliver maximum value. Whether for a global player, a family business or a public institution, we leverage all of our assets: experience, industry knowledge, high standards of quality, commitment to innovation and the resources of our expert network in 152 countries. Building a trusting and cooperative relationship with our clients is particularly important to us – the better we know and understand our clients' needs, the more effectively we can support them.

With our HR Transformation consulting services, we advise our clients building the next generation of HR. Whether it is about checking the maturity of their current HR function, laying out strategies for robust and resilient HR designs for more agility and versatility or about implementing digital HR service platforms for more customer-centricity, our team of HR transformation consultants acts as trusted advisors for our clients.

PwC Germany. More than 13,000 dedicated people at 21 locations. €2.61 billion in turnover. The leading auditing and consulting firm in Germany.

PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft adheres to the PwC-Ethikgrundsätze/PwC Code of Conduct (available in German at www.pwc.de/de/ethikcode) and to the Ten Principles of the UN Global Compact (available in German and English at www.globalcompact.de).

© October 2023 PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft. All rights reserved. In this document, "PwC" refers to PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft, which is a member firm of PricewaterhouseCoopers International Limited (PwCIL). Each member firm of PwCIL is a separate and independent legal entity.