



# Modernizing the Employee Experience

## Driving Organizational Performance Through Digital Transformation

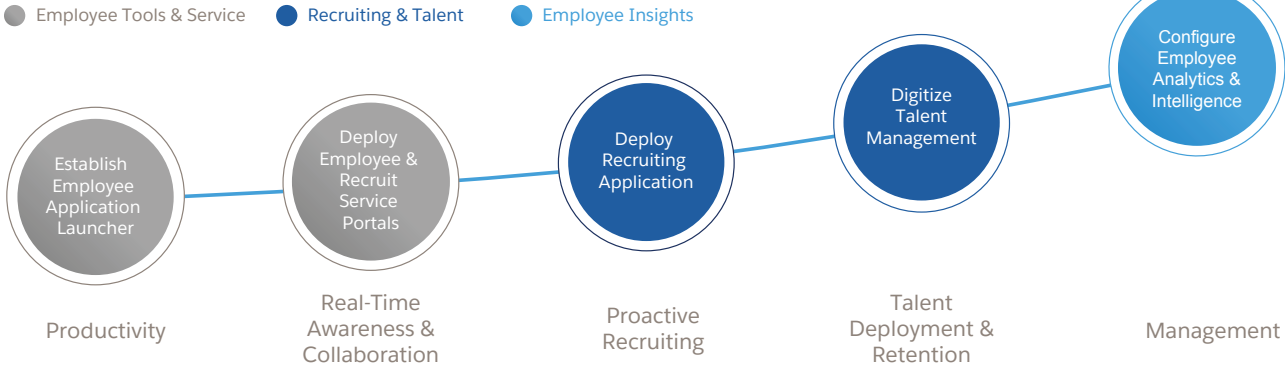
Today's workforce is constantly adapting to technological advancements. Whether personally or professionally, the modern employee understands the technological landscape and its capabilities. With current work environments that require multiple access points, redundant information, and create overall frustration when executing simple tasks, employees are starting to demand more.

Employees look for modern employers that engage with them how they want to be engaged. Doing so creates positive energy, productive employees and, ultimately, satisfied customers. Accordingly, today's enterprises must remain modern to compete across industries for the best recruitment, retention, productivity, and innovation. Digital transformation is at the core of modernization and doing so through Salesforce helps large institutions economically solve their most complex problems.

Salesforce can automate most any business process and consolidate the numerous tools/systems needed for operations. The result is a sleek operational ecosystem that requires only a single access point yet offers unlimited productivity, analytical power, and employee satisfaction potential.

"Improve the relationship with disengaged employees to increase employee retention by 18%"

### EMPLOYEE TRANSFORMATION PATHWAY



# One Platform for all Employee Experiences

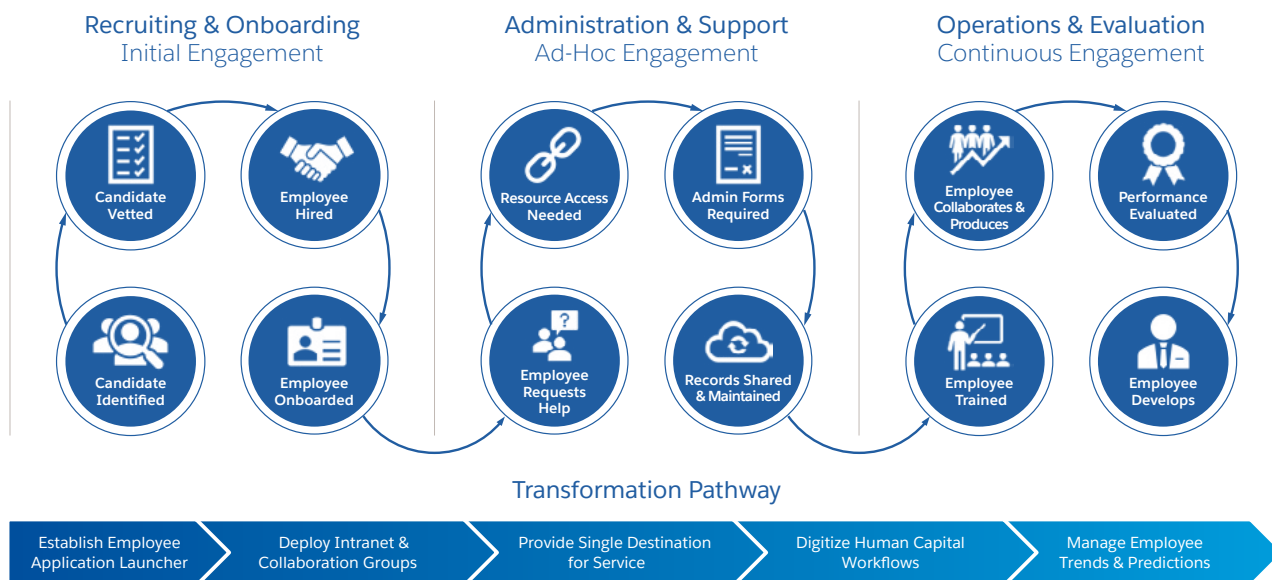
Think of employee engagement cycles as software applications and the processes within each cycle as data to be captured and optimized. Creating a platform with employee-centric workflow applications that interact with each other takes a software solution from a process level to an enterprise level.

**Recruiting & Onboarding:** Digitizing these processes through automation, task initiation, and enhanced communication ultimately takes a process from disjointed paper applications and e-mail back and forth to a centralized workflow. The overall result is a streamlined system that propels candidates through the recruiting pipeline and quickly into production.

**Administration & Support:** These engagements occur sporadically throughout an employee's journey, often because the employee needs information or help. Employee self-service is the digitization goal. In addition, reducing the requirements on your back-office team and enhancing the way they manage requests saves time and resource needs.

**Operations & Evaluation:** This is the most continuous engagement cycle. Enhancing this cycle means enhancing an employee's day to day workflow and task management structure. By operationalizing data entry, more data is captured which increases visibility and enhances management potential.

## SALESFORCE PLATFORM



These examples illustrate a broader theme about the flexibility of the platform. The functions performed here are not traditional CRM, and yet the extensibility of the core solution allows for much greater value to be derived from the investment.



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