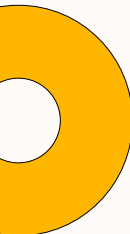


Making the case for employee experience *beyond* your HRIS





For companies serious about building an intentional culture that drives business impact, a dedicated employee experience (EX) solution is not a nice to have – it's a business imperative.

Human resource information systems (HRIS) are designed to cater to as much of the employee experience as possible, but when it comes to measuring and improving the employee experience, there are many limitations and risks to going broad rather than deep.

An HRIS is a data repository for information about your employees, but it's not built to excel in areas beyond this.

As a one-size-fits-all solution, an HRIS is best suited for centralizing all of your operational people data, rather than collecting and analyzing the data that informs your people strategy. It isn't the right tool to support employees in completing their daily work, building better relationships, or achieving their goals.

For that, organizations need dedicated employee experience and engagement software like Culture Amp. By embedding people science across the platform, Culture Amp allows employees to dig deep, reduce bias, make better managing decisions, and inspire positive change. It goes beyond the basics of an HRIS with features like science-backed surveys, personalized growth plans, tools to facilitate ongoing development conversations, advanced engagement analytics, and more.

“Our HRIS always felt transactional, like it was never designed with an end user in mind, it was really for HR operations. With Culture Amp and the Workday integration it's seamless, it feels like one system and it sends a message to our employees that we care enough to invest in tools that focus on their experiences, not just the transactions.”

Mardi Douglass, Former VP of People and Culture, Mozilla



Why an EX solution *maximizes* your HRIS' operational capabilities

While an HRIS certainly has its place with backend administrative focused work, no amount of modifying will make it the best choice to manage the more human side of human resources – aspects like employee engagement, continuous performance & development, DEIB, and the overall employee experience.

Trying to “make it work” with a system that isn’t built to support these elements might sound like a good idea when you’re looking for ways to trim resources.

But in reality, attempting to consolidate the employee experience into an HRIS could cost your organization more than it saves. Employee experience solutions and HRIS platforms serve distinct functions and are more powerful when used together.

Specifically, trying to force your HRIS platform to play the role of an employee experience platform can lead to:

- **Lower levels of adoption** due to the clunky nature of an HRIS, which wasn’t designed to perform EX functions.
- **Less accurate and more biased data** due to a system that doesn’t have the people science design to mitigate bias collection.
- **Inability to make the right strategic decisions for the bottomline** due to having incomplete, inaccurate, and less reliable data.

On the other hand, when you bring your people data (HRIS) together with insights into the employee experience (EX platform), you position yourself to glean meaningful insights, take action with impact, and measure the effectiveness of your initiatives.

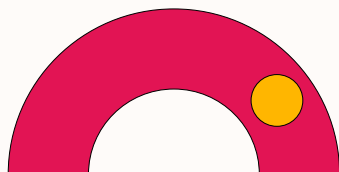
Consider the following benefits of integrating your HRIS with an employee experience solution:

01 Turns insights into impact

Your HRIS contains useful data points like an employee's start date or when they received their most recent raise or promotion. However, it lacks the breadth of analytics and expertise to provide HR teams with trusted insights and automate recommendations that have the highest impact on the employee experience.

Imagine the scaled impact of giving every leader access to rich insight about their people so they can answer questions like: "How do I successfully retain and engage my high performers?" or "How does employee sentiment and experience look across different demographic groups, teams, and regions?" Then, imagine multiplying that impact by pairing those insights with proven, science-backed tools and guidance based on the [largest benchmarked employee data](#) set so leaders can take easy and immediate action. That's the type of impact we make possible.

Culture Amp provides benchmarks to compare your organization to others in your industry, intuitive dashboards to better understand employee sentiment, and focus areas to help you pinpoint and take action on your highest impact areas. For example, [retention insights](#) help accurately forecast future retention problems and additional costs associated with that retention.



02 Improves engagement, performance, and retention

[Pew Research Center](#) data shows that people leave jobs for a variety of reasons – including low pay, lack of advancement opportunities, and disrespectful work environments. All of those are part of the broader employee experience. To keep top talent, organizations must strategically and proactively manage employee journeys. If they don't, they risk pushing workers further away.

Employee experience software like Culture Amp helps employers actively solicit feedback to understand what makes employees tick and how the company can best support them. With ready-to-use surveys, you can get the insights you need to understand your people across the entire employee lifecycle and stay relevant and competitive in an ever-changing world of work.

03 Supports distributed work

[Employees crave flexibility at work](#), with 94% of workers stating they want flexibility in when they work and 80% saying they want flexibility over where they work.

Offering this kind of autonomy makes an organization attractive to candidates and current employees. However, it also adds more complexity to managing the employee experience, which will be different for someone who works permanently from home versus someone who's in the office part-time or full-time.

Companies that prioritize the employee experience are better equipped to support distributed work and think strategically about how to ensure positive interactions for all employees – regardless of where or how they're working.

Employee experience matters for the bottom line. Better engagement, higher productivity, positive publicity, and lower turnover all have an impact on the balance sheet and, ultimately, the overall success of an organization.

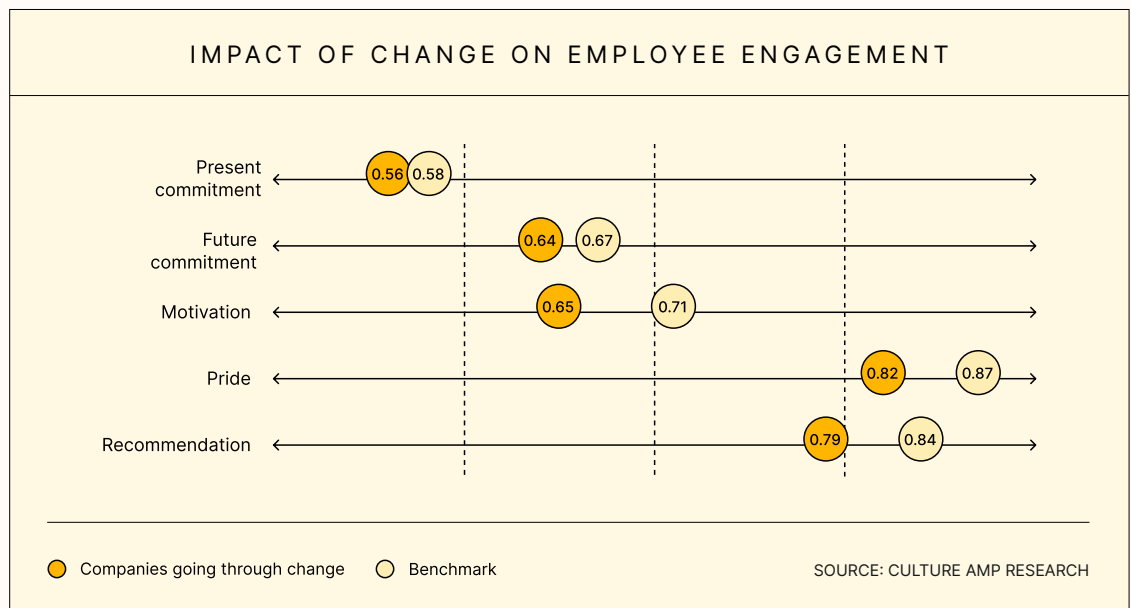


Making the case:

Why your business needs a best-in-class EX platform

The employee experience captures a worker's overall journey with your company. It includes everything that people encounter and observe during their tenure – from onboarding and performance reviews to leadership trust and compensation. While employee experience is all-encompassing, it's always evolving as both individual employees and the greater world changes.

When companies go through significant change, they often see lower levels of motivation, pride, and commitment – factors which strongly impact engagement, productivity, and overall performance at their organizations.



The unpredictable nature of work is precisely why an EX platform (and the data it collects) is so critical to driving business impact. By providing valuable data and insights about employee sentiment, performance, and development over time, you can pinpoint, prioritize, and take action on the high-impact areas that need the most improvement.

To tap into these benefits and garner buy-in for an EX solution, you need to make a clear, data-driven business case to your primary stakeholders and decision-makers. In order to build this business case, use data to build the story that shows how HR initiatives drive strategic business outcomes.

Remember: an EX solution won't just be measured against other HR requests – it's evaluated against requests made by sales, customer success, and every other department in the business. The business is looking for investments that can positively impact financial performance or de-risk the execution of a strategy.

Follow these three steps to make this clear in your business case:

01 Identify goals and pain points

The strongest way to build a business case for an EX solution is to align it with the strategic needs of your organization. This starts by outlining what those business priorities are and HR's goals for meeting those. Once you have these listed out, identify all the pain points preventing your team from meeting these business and people goals.

Some people-related pain points that have upstream impact on organizational goals include:

- Employees finding the performance review process inefficient and time-consuming
- Rising employee attrition and regrettable departure, especially of high performers
- Long delays between gathering data and sharing insights and actions

Putting this into action

[Auto Trader](#) is the UK and Ireland's largest digital automotive marketplace where over 450,000 cars are listed every day. The HR team had two significant changes to the business strategy on their hands: a shift from print to digital format and consolidation of their 30 distributed offices into three main hubs. These led to HR's goal to learn how these changes might be impacting staff engagement so they could decrease the risk of employee turnover. These were answers that only an employee experience platform could provide.

02 Identify possible technology solutions

When evaluating EX solutions, consider which features will make a true difference to your business and HR outcomes. To get the full picture of the employee experience, the platform should connect insights across engagement, development, and performance measures while also linking survey results back to specific business outcomes.

A few features that will help you achieve those key results are:

- An intuitive, user-friendly interface that drives engagement and participation
- Science-backed surveys, insights, analytics, and action plans
- Guided development plans, career pathing and upskilling tools
- Performance reviews, 1:1, and OKR tracking solutions
- Daily micro-learning that helps managers improve their leadership skills
- Partner ecosystem of best-in-class technology and consulting partners

Putting this into action

“There was a credible, solid structure to Culture Amp and we could customise it ourselves, instead of waiting weeks for someone to do it for us. It was very easy and intuitive”

Stephen Moss, Head of People and Culture, Auto Trader

03 Showcase potential impact with proof points

The potential impact on business and people outcomes is what will really set your request apart from every other department. This means infusing your business case with evidence of how your chosen EX solution delivered on goals that are either similar to or exactly the ones your organization is trying to achieve. These include the vendor's customer success stories that are relevant to your industry, any third-party analysis or research on them, and success metrics.

Examples of strong metrics include:

- Uplift in employee engagement
- Adoption and usage of tech measured by survey participation rates
- Reduced TCO (total cost of ownership) from freeing up administrative and technical time on performance management
- Quick time to value (time to insights and actions)

Putting this into action

Using Culture Amp, Auto Trader has been able to better understand why people leave the company. “For our developer community, our turnover decreased by 43% and Culture Amp has been critical in helping us achieve that improvement,” says Stephen.

Additionally, they were able to quantify the cost savings from using Culture Amp to reduce regrettable attrition: **With a 9% reduction in employee turnover, they have been able to save over \$670,000+ (£486,000+) in recruitment costs alone.**



Design the *optimal* HR tech stack for your organization

A balanced approach to your HR tech stack helps you maintain the employee experience. Rather than box your organization into a single solution that tries to do it all, set your people initiatives up for success with HR solutions that are specifically built to support your business needs. Culture Amp's [employee experience platform](#) easily integrates with every major HR solution in the market, enabling you to design your optimal HR tech stack.

As a Culture Amp customer, you'll have the flexibility to unite our world-class employee engagement, performance, and development solutions with the backend capabilities of any HRIS provider to maximize the value of your tech stack. With our integrations, you can quickly and easily sync data from your HRIS to Culture Amp to free up valuable resources and create more time to focus on critical people strategies.

Beyond your HRIS, Culture Amp also makes it easy to integrate with the rest of your HR tech stack, including communication and productivity, compensation, learning and development, and rewards and recognition tools.

Culture Amp's partner ecosystem

Turning people insights into scalable impact relies in part on our growing and thriving partner ecosystem. We're proud to have built key partnerships with Pave, Personio, BambooHR, Workday, and many more. We're on the path to building the most robust HR partner ecosystem in the market by using third-party API solutions as well as our own Public API.

Global sleep solution company Emma leveraged their integration between Personio and Culture Amp to eliminate the laborious process of manually uploading employee data into the platform.

"Culture Amp's flexibility meant that we wouldn't need to compromise on existing processes, such as our unusual approach of running Performance Reviews across the year, at different times for each employee. Not every employee experience provider was prepared to accommodate our established ways of working in order to provide a complete solution."

Hannah Boerner, Organizational Development Lead, Emma



Conclusion

Employee experience carries a lot of weight, and HR teams need the right tools to plan, manage, and support it. Consolidating employee experience into an existing HRIS might seem like an effective and efficient use of resources. However, an HRIS is intended to manage employee data – things like names, contact information, compensation, start dates, time off requests, and benefits.

Culture Amp's mission and product are laser-focused on people and culture, and we know from years of research and experience that delivering high-quality solutions across the employee experience requires focus, expertise, and investment.

With science-backed features across employee engagement, performance, goal-setting, 1-on-1s, and development, a dedicated employee experience platform like Culture Amp is your strongest solution in building an intentional culture that drives business impact.

So, as you consider whether your organization can afford to prioritize and invest in employee experience amidst budget cuts and strapped resources, there's a more pertinent question: Can they afford not to?

Looking for a science-based performance process, rooted in human insight, that your employees will love?

Ask for a demo of the Culture Amp platform.

[Request a demo](#)