

5 ways to create a
personalized
employee experience that *actually* feels personal



Powering a new era of personalized well-being

5 Ways to create a personalized employee experience that actually feels personal

Many organizations think they can check the box with a cookie-cutter employee experience. One where employee health takes a back seat, that provides blanket, mandated policies for all workers and follows the one-size-fits-all mentality. Yet time and time again, these organizations are faced with dips in employee engagement, staggering stress levels and ultimately, employees walking out the door.

60% of employees | 64% of managers | 75% of the C-suite
say they're seriously considering quitting for a job that would better support their well-being¹.

Enter the new era of personalized well-being — a seamless employee experience that reflects who each employee is and how they work. A personalized employee experience understands the unique needs, desires, interests, skills and feelings of each employee to deliver an experience tailored just for them. It's about reaching people where they are, with the tools they already use.



It's a system that knows exactly what trimester an expectant mother is in. It connects her to the emotional, physical and clinic care that she needs — including company benefits she may not even know she had.



It's having access to a mental health coach or mentor who stays with you over time and understands your personal health challenges, needs and goals.



It's technology that understands what you like and don't based on your past interactions and nudges you accordingly.

Why personalization is pivotal to employee well-being and engagement

Today's employees are wired to expect a hyper-personalized experience. Similar to shopping and media consumption, health, well-being and benefits are highly personal, and driven by technology. Personalization is an effective way to promote well-being improvement by showing employees they are more than a number, with resources that are truly relevant to them. Personalized care is also critical to building trust and influence with people as they seek to improve their health and well-being. When employees feel valued, understood and that their needs are met, it results in higher levels of engagement.



82%
of employees

say it's important for their organization to see them as a person, not just an employee²

Create a relevant employee experience where people feel like it's for them instead of done to them.



Culture

Design an employee experience that everyone loves by offering choice



Benefits

Help employees get more out of their benefits



Communication

Connect everyone to the right resources at the right time



Location

Meet employees where they are — and how they work



Insights

Use data to tailor your employee experience



Culture

Design an employee experience that everyone loves by offering choice



A highly individualized employee experience puts employees first – accommodating everyone and incorporating options that cater to their well-being needs. In a well-being program, this means offering a variety of wellness challenges, programs and activities to help everyone stick to their personal commitments. It also means reevaluating your employee incentives and rewards plan to ensure employees feel recognized in a meaningful way.

- Provide a mix of physical, emotional and financial activities within your well-being program
- Double down on what motivates employees, such as a competitive leaderboard or volunteer day
- Encourage social connection across the company through lunch and learns, happy hours and team events
- Conduct pulse surveys, polls, or have one-on-one conversations to gain insights into employees' preferences and aspirations



Employees are 69% less likely to search for a job when they feel their organization cares about their well-being³.



What you can do today

An organization that communicates a commitment to a sustainable future might raffle prizes that have a low-waste impact on the environment. Another organization may have a geographically dispersed workforce, so the cost of living for employees should be carefully considered for employees based in New York City, NY compared with employees at an organization based in Kalamazoo, MI.

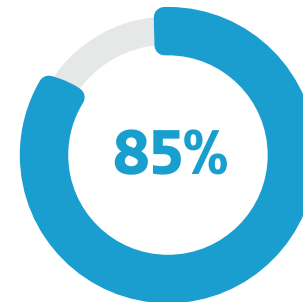


Benefits

Help employees access and get more out of their benefits

Between emails, direct messaging and collaboration tools, employees receive thousands of work communications each year. This includes irrelevant employee benefits communication that don't apply to them and can make it difficult to find and access their benefit offerings. Personalize employee benefits communication to cut through the noise and help employees get the most out of their benefits.

- Identify and segment audiences
- Take inventory of communication channels
- Leverage multiple touch points
- Get messages out early and often

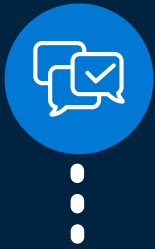


85% of employees are (still) confused about their benefits⁴.



What you can do today

Using existing employee systems such as Microsoft Teams, create and publish content and target communications to specific groups. You can even notify specific employees when it's time to enroll in their benefits, promote your informational sessions and materials, and provide easy access to specific benefits, programs, or resources.



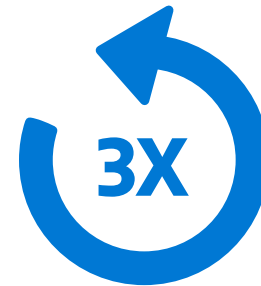
Communication

Connect everyone to the right resources at the right time



A unified, personalized approach keeps employees connected with each other and their leaders utilizing the work tools they use every day. This requires targeted communications to local groups in their local language that not only resonates with their unique needs and culture, but also adds value.

- Target professionally translated messages to local groups in their local language
- Reach all employees across the globe
- Deliver culturally relevant activities unique to each employee
- Drive program participation through surveys, polls, nudges, activities and more

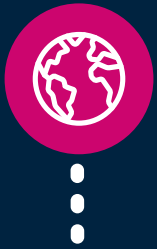


When employees feel they have received adequate information they are nearly 3x less likely to feel burned out and nearly twice as likely to feel engaged in their work⁵.



What you can do today

Consider factors both in and out of work — things like family, obligations, appointments, holidays and more. Many people have a jam-packed daily schedule, so it's crucial to show employees you care by paying attention to how and when you promote communications to employee groups.



Location

Meet employees where they are — and how they work

Whether employees work from home or the office, the “right” way to work is still up for debate. The value of engagement in the employee experience is not. How people feel about their work, purpose and leaders is far more important than where they sit.

- Provide benefits that meet people where they are, on their terms
- Infuse well-being into the work tools your employees already use
- Engage people wherever they are, whenever they need support and through their preferred mode of communication



Engagement has 3.8x as much influence on employee stress as work location⁶.



What you can do today

Amplify inclusion efforts with Employee Resource Groups (ERGs) and champion networks to support various employee needs and interests. ERGs and champions can act as advocates for HR programs, creating awareness and excitement around resources and features relevant to specific groups, ultimately increasing engagement across the entire company.



Insights

Use data to tailor your employee experience

Your employees want a customized experience, and you have the data to do it. Access data points ranging from tenure and role to biometrics and health risk scores to target specific populations in an intentional, human way. With this data, you can gain insights into your employees' well-being to better understand and support both people and organizational goals – and make predictions for the years ahead.

- Leverage surveys, analytics and in-platform tools to take immediate action on feedback to increase employee satisfaction
- Track the KPIs of your employee well-being programs, including participation, registration, returning users, activity participation and resource utilization
- Make more informed decisions about where to allocate resources to support employee well-being
- Identify high-risk populations and target proven interventions to them



59% of employees say the benefits they receive meet their needs⁷.



What you can do today

With software designed to provide real-time insights, managers can pinpoint groups at risk for burnout and target these employees with activities that promote mindfulness, resilience, sleep health, stress management and more.

Is your organization satisfied with just checking a box or do you truly want to make a difference and support employees at an individual human-centric level?

Create a personalized employee experience that shows people you care and drives the results you crave.

To learn more, visit www.limeade.com.

