



DrupalCon
PRAGUE 2022
20-23 SEPTEMBER

Improving the digital experience ... for your employees

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for slides, recordings, links and resources



“

The employee experience (EX) is the sum of **all the moments that matter** between an employee and an employer. The experience that organizations shape across purpose, work, Total Rewards and people has **direct links to workforce engagement, productivity and sustainable business performance.**

- Willis Tower Watson Global Workforce Study



The pandemic has been a stress test for the employee experience.



Employees expect more.

56%

of employees expect that their employers should understand them as well as they are expected to understand their customers.

39%

of employees report that their employers were meeting this expectation.

Source: Ravin Jesuthasan , (2017)," HR's new role: rethinking and enabling digital engagement ", [Strategic HR Review, Vol. 16 Iss 2](#)



Change is coming.

92%

of companies see improving the employee experience as a top priority in the coming three years (up from, 52% pre-pandemic).

79%

of companies do not feel prepared to meet the changes they need to make to improve the employee experience.

Source: Willis Towers Watson [2021 Employee Experience Survey](#)



Strong business case.

Organisations with a transformative employee experience are more likely to experience a net positive impact* ...

+40%

employee experience

+44%

organisational culture

+35%

employee engagement

+28%

employee wellbeing

* Compared to organisations without a defined employee experience

Source: Willis Towers Watson [2021 Employee Experience Survey](#)



Impacting the bottom line.

Organisations with a transformative employee experience are more likely to report*...

2.7x

higher productivity than industry peers

90%

Lower turnover than industry peers

* Compared to organisations without a defined employee experience

Source: Willis Towers Watson [2021 Employee Experience Survey](#)



Sounds like a great
opportunity for tools like
Drupal and Mautic!





What is Mautic?

Open Source marketing automation





mautic.org. An open source Marketing Automation tool which empowers marketers to learn about their customers and personalise their communications across multiple different channels to develop a trusted relationship with the individual.

Aims to enable marketers to free their marketing through fully open source, customisable marketing automation tool which delights both the user and the customer alike.

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Why not use the tools we
already have to improve our
employee experience!




Why Mautic + Drupal?

1 **LICENSE**  Same open source license as Drupal - GPL v3.

2 **SYMFONY**  Symfony-based, developers can adopt easily.

3 **FREEDOM**  Own your own data, freedom to extend and grow.

4 **INTEGRATION**  Full integration with Drupal sites and applications.

5 **GROWTH**  Digital Experience is an exploding sector for growth.

6 **COMMUNITY**  A worldwide community of open source contributors.





Five ways to get started

Automating the employee experience



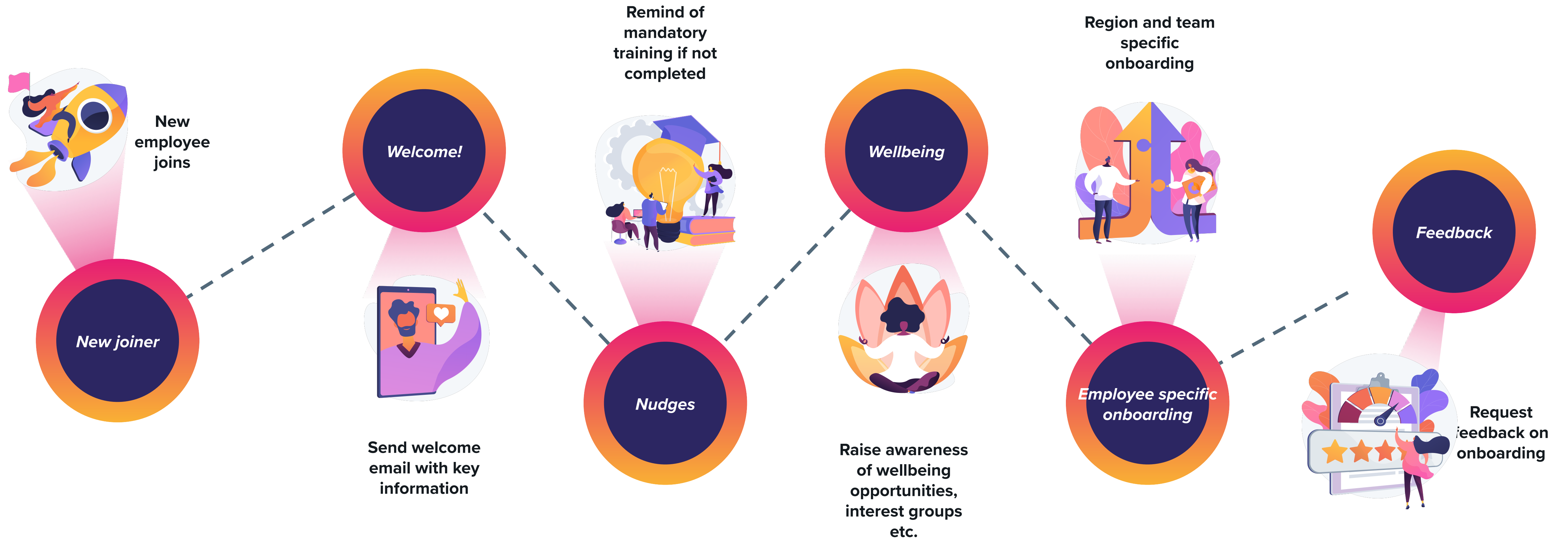


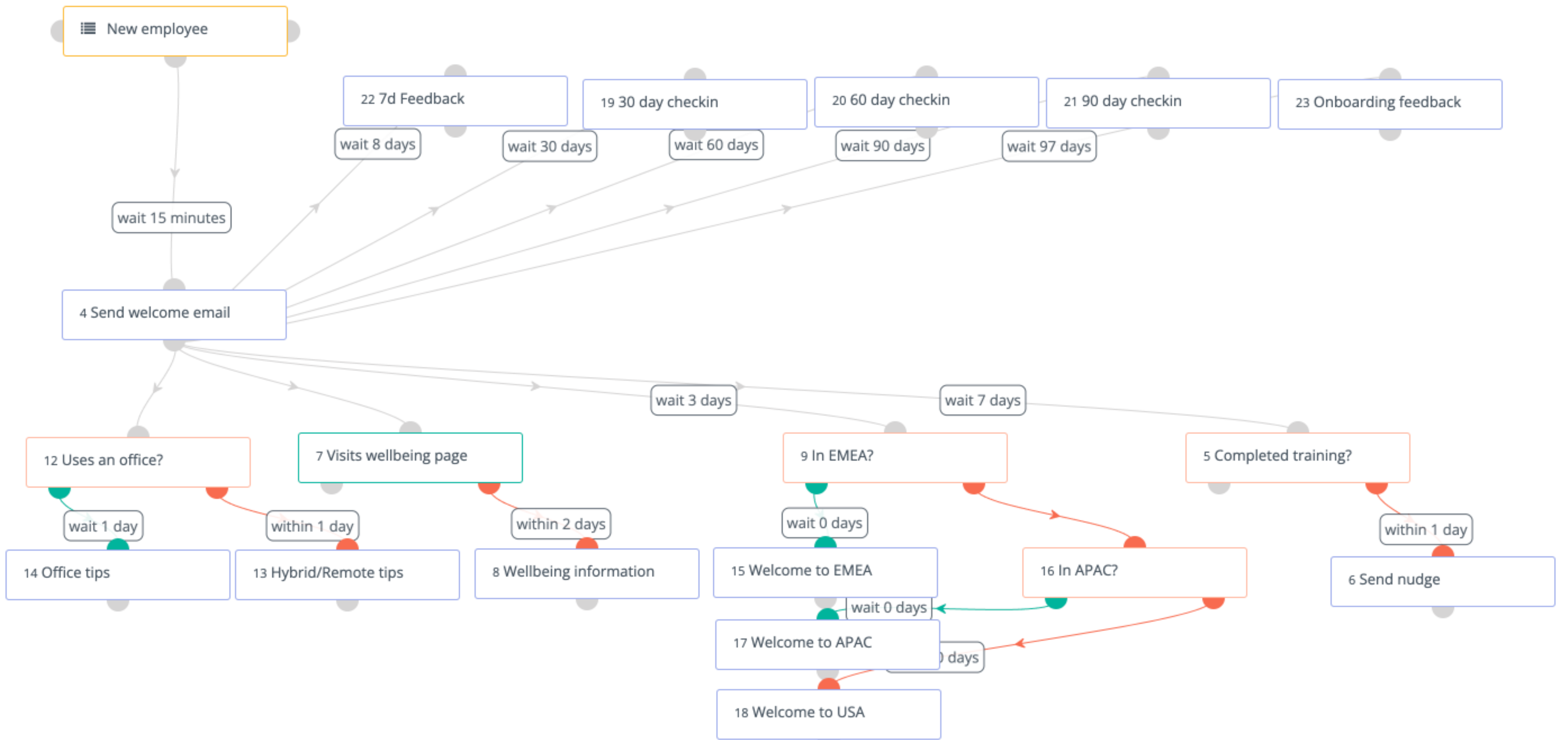
1: Streamlined onboarding

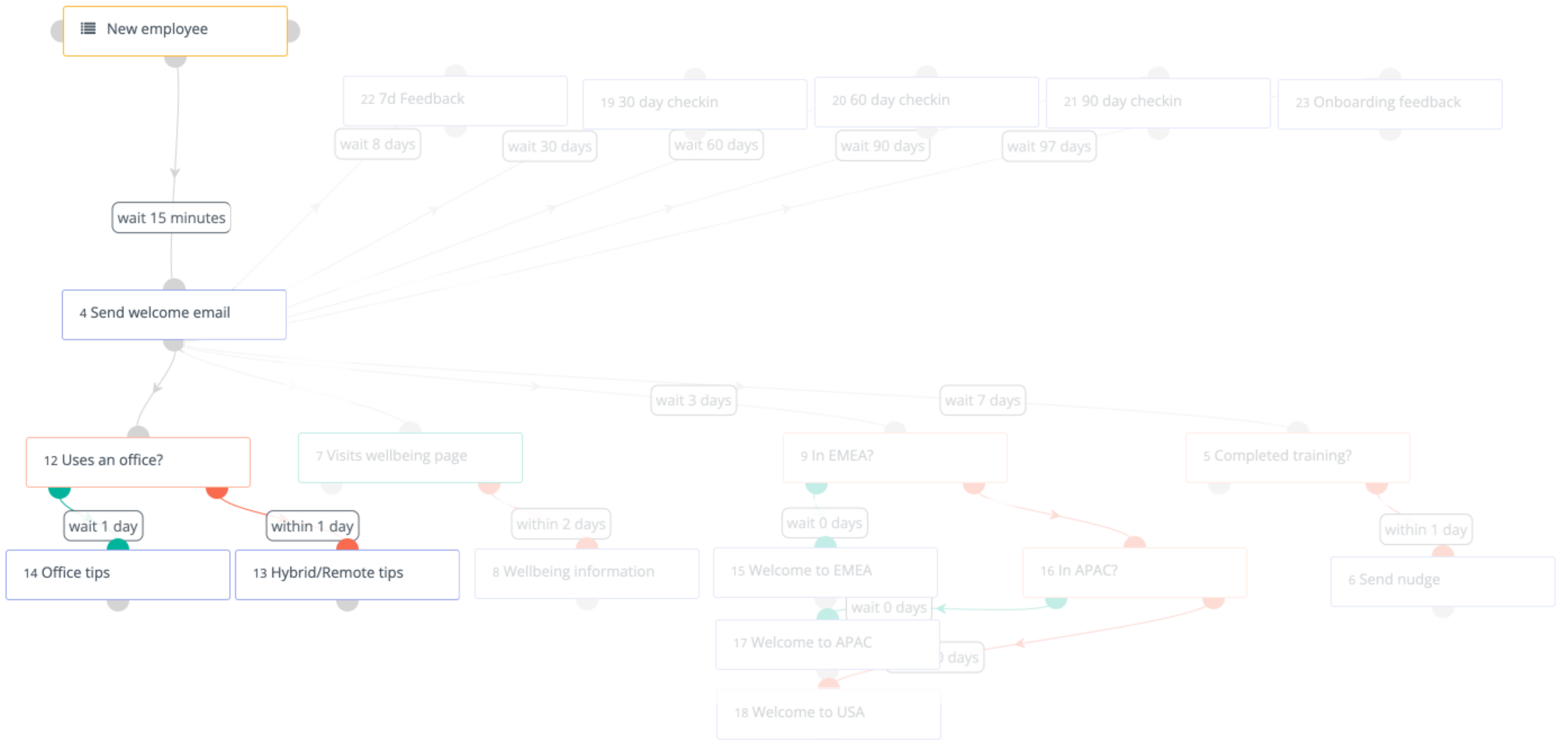
Providing a streamlined onboarding process for new hires.

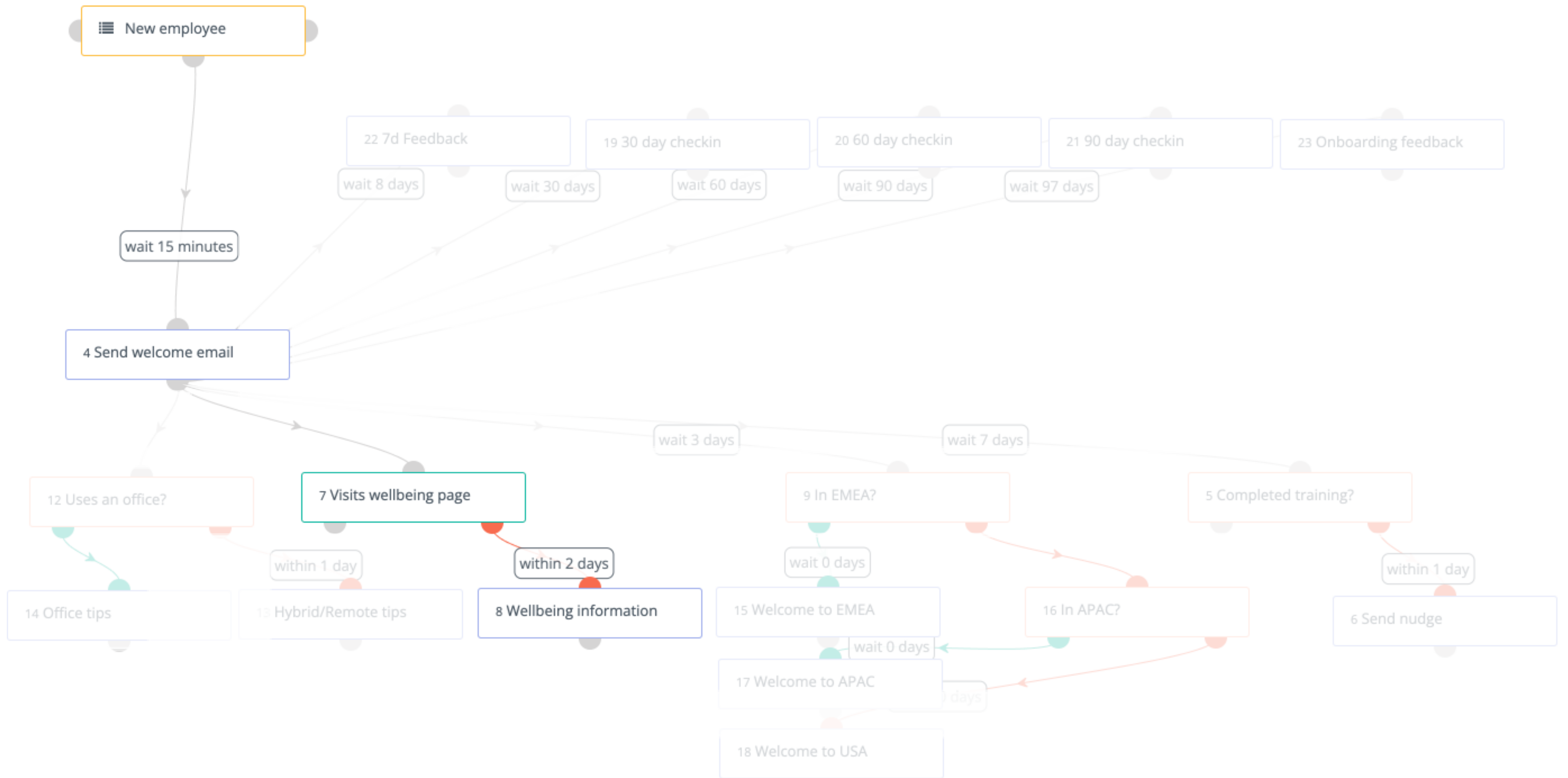


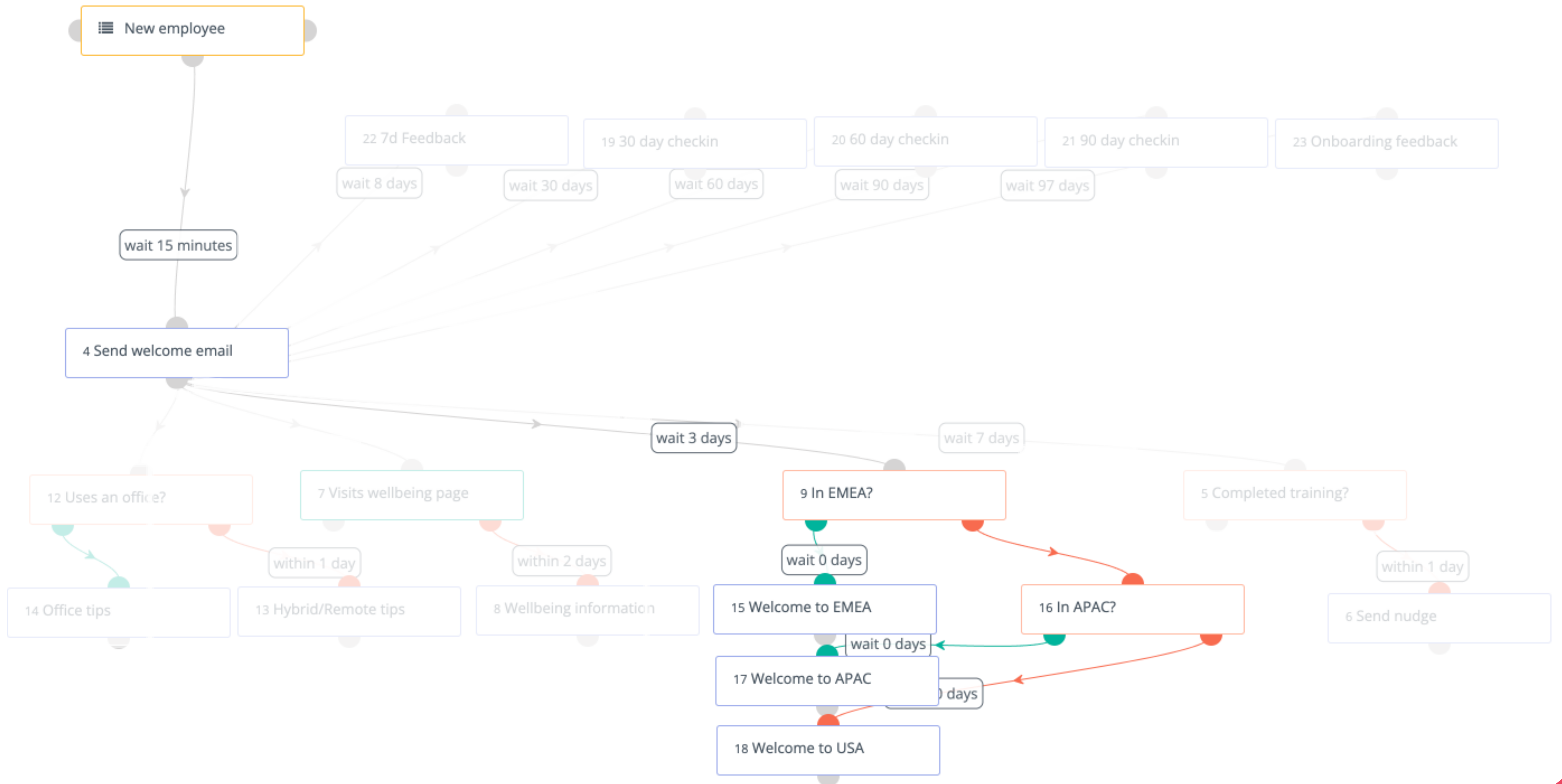
Employee-specific onboarding.

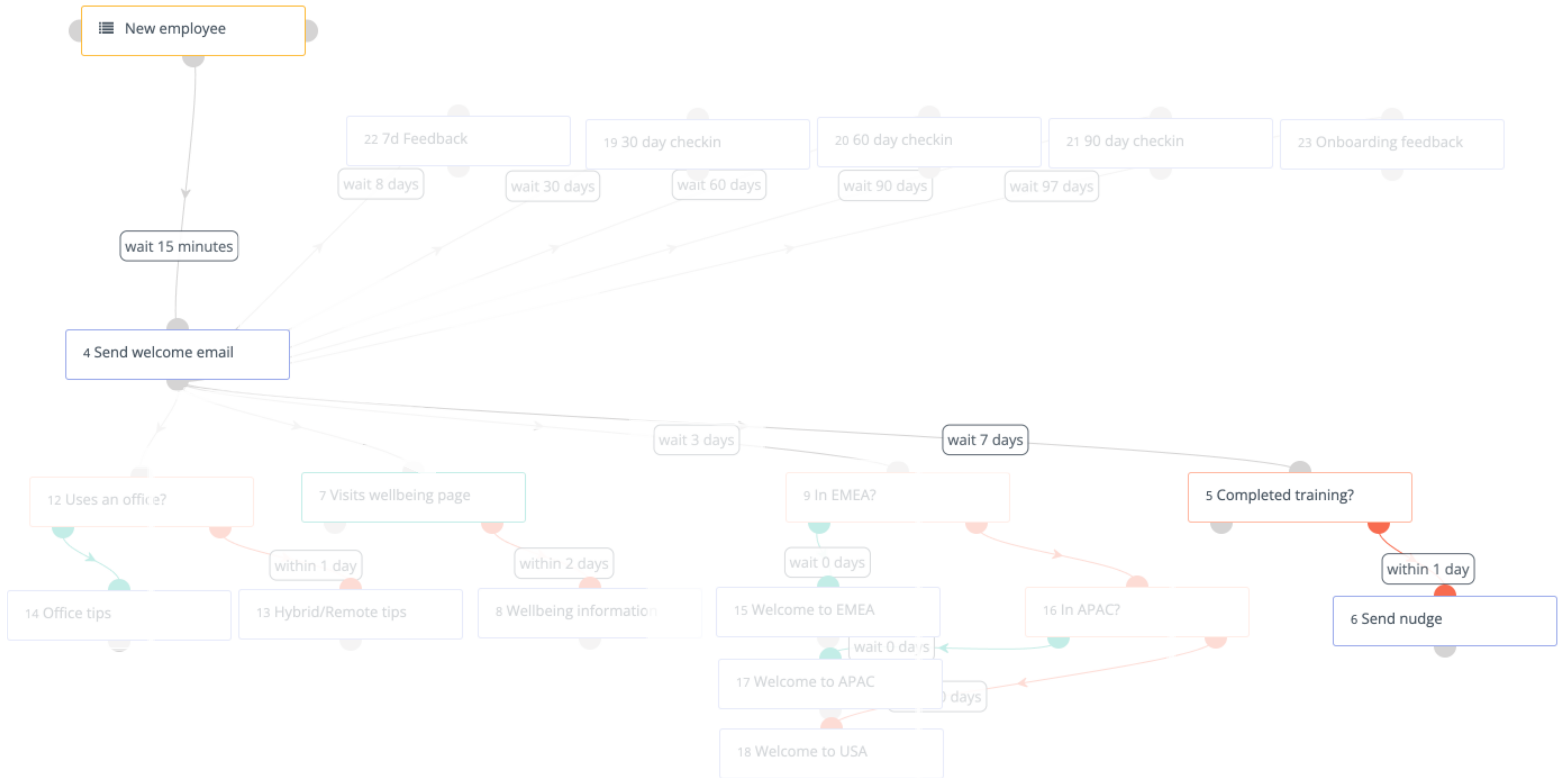


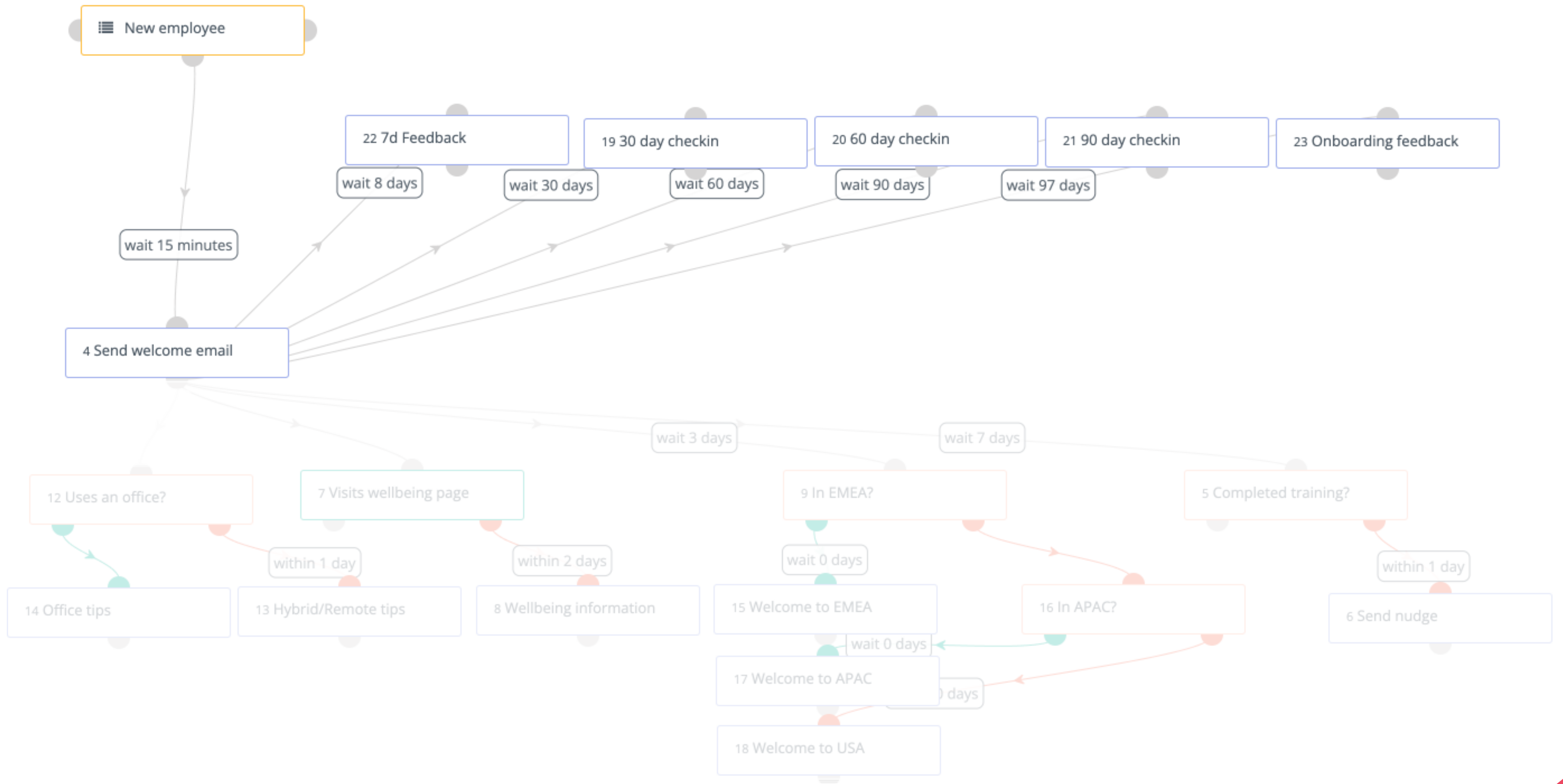












Respecting employee time.

Send email
Send the selected email to the contact.

Name
Send welcome email

Execute this event...

immediately | **at a relative time period** | at a specific date/time

15 minute(s)

Send from [] or between the hours of 09:00 and 17:00

Schedule only on the selected days of the week:

<input checked="" type="checkbox"/> Monday	<input checked="" type="checkbox"/> Wednesday	<input checked="" type="checkbox"/> Friday	<input type="checkbox"/> Sunday
<input checked="" type="checkbox"/> Tuesday	<input checked="" type="checkbox"/> Thursday	<input type="checkbox"/> Saturday	<input type="checkbox"/> Weekdays

Email to send * en Welcome email x v

Email type Transactional | Marketing

+ New Email | Edit Email | Preview Email

Update | Cancel





2: Centralised newsletters

Allowing employees to self-select to receive internal newsletters on topics they care about.



User-updated lists.

The screenshot shows the Mautic 'New Segment' form. The left sidebar contains navigation items: Dashboard, Calendar, Contacts, Companies, Segments, Components, Assets, Forms, Landing Pages, Dynamic Content, Campaigns, Channels, Points, Stages, Reports, Tags, and Collapse Menu. The main form area is titled 'New Segment' and has tabs for 'Details' and 'Filters'. At the top right of the form are buttons for 'Save', 'Save & Close', and 'Cancel'. The form fields are as follows:

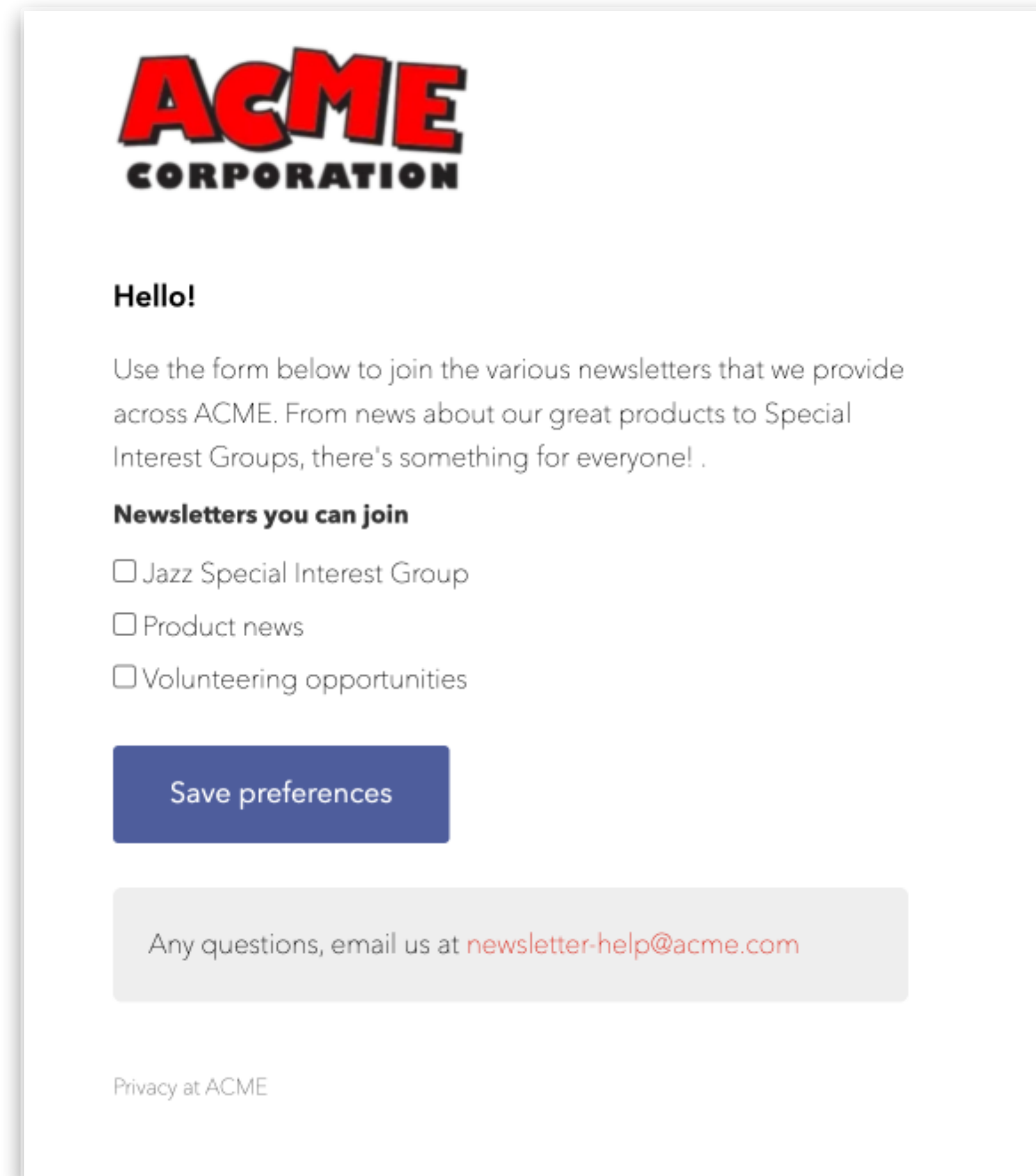
- Name ***: Product news and updates
- Alias ?**: (empty)
- Public name ?**: Product news
- Description**: Hear the latest news about ACME products first in our exclusive staff newsletter!

On the right side of the form, there are several settings:

- Category**: Uncategorized
- Public Segment ?**: No (selected), Yes
- Available in Preference Center ?**: No, Yes (selected, highlighted with a red box)
- Published**: No, Yes (selected)



Self-serve internal newsletters.



ACME
CORPORATION

Hello!

Use the form below to join the various newsletters that we provide across ACME. From news about our great products to Special Interest Groups, there's something for everyone! .

Newsletters you can join

- Jazz Special Interest Group
- Product news
- Volunteering opportunities

[Save preferences](#)

Any questions, email us at newsletter-help@acme.com

Privacy at ACME



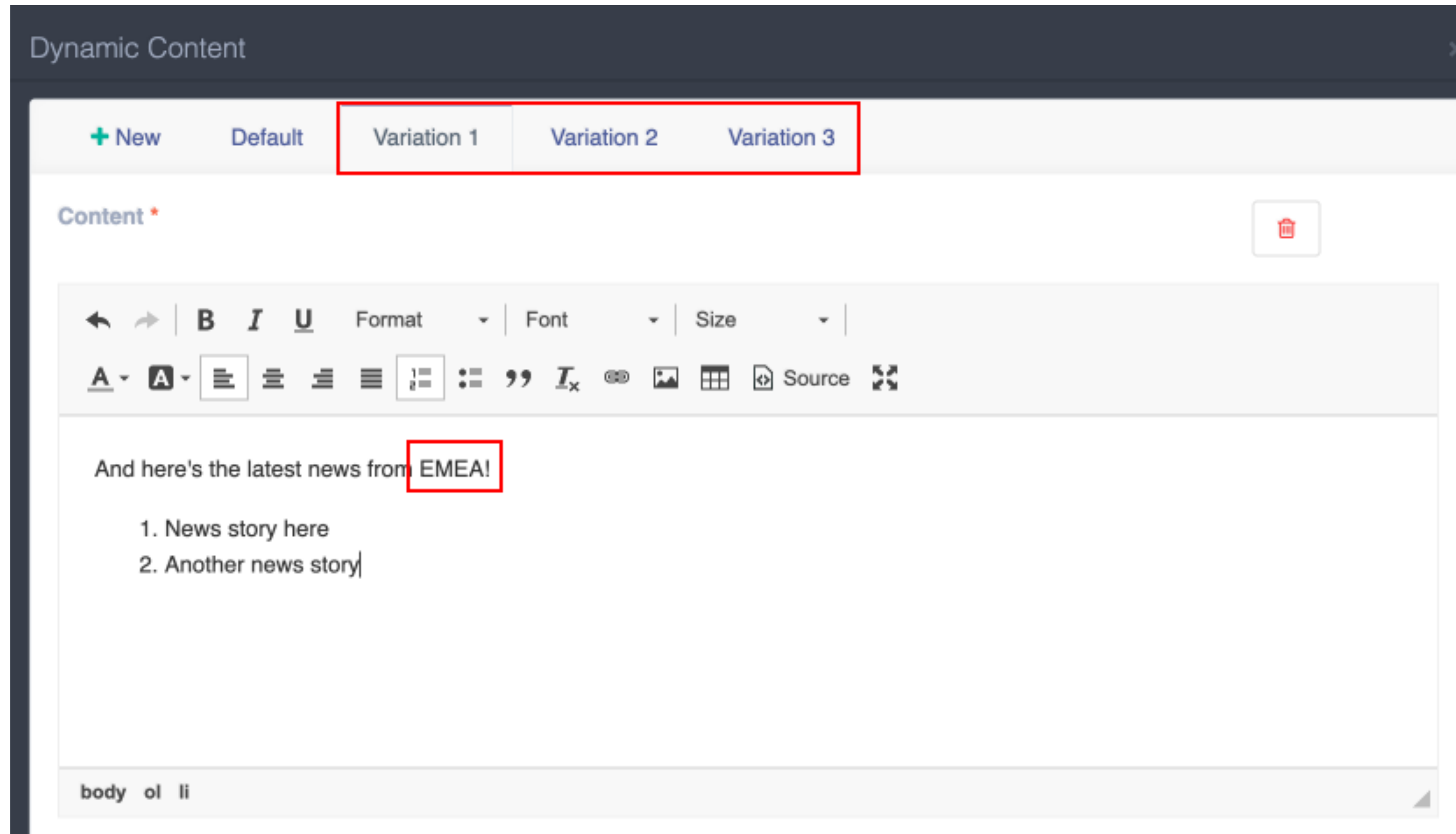


3: Dynamic email content


One email, multiple personalised messages.



Dynamic information in emails.



Dynamic information in emails.



The ACME CORPORATION

Welcome to our latest newsletter update with everything you need to know about ACME Corporation.

News from your region

Dynamic Content 2

The image shows a red background with various white line-art icons of tools and products. The central text 'THE ACME CORPORATION' is in a large, stylized font. Below the image, there are three sections of text: a welcome message, a section header 'News from your region', and a placeholder 'Dynamic Content 2'. The entire content is enclosed in a dashed border.





4: Nudges and alerts

Get the right message to the right employees at the right time, through the right channel.



Focus items on your intranet.

Don't forget to complete your mandatory training before the end of the week!

[Go to training academy](#)



BOSTON OFFICE CLOSED TODAY
Please note the office is closed all day for essential maintenance - we will re-open on Monday.

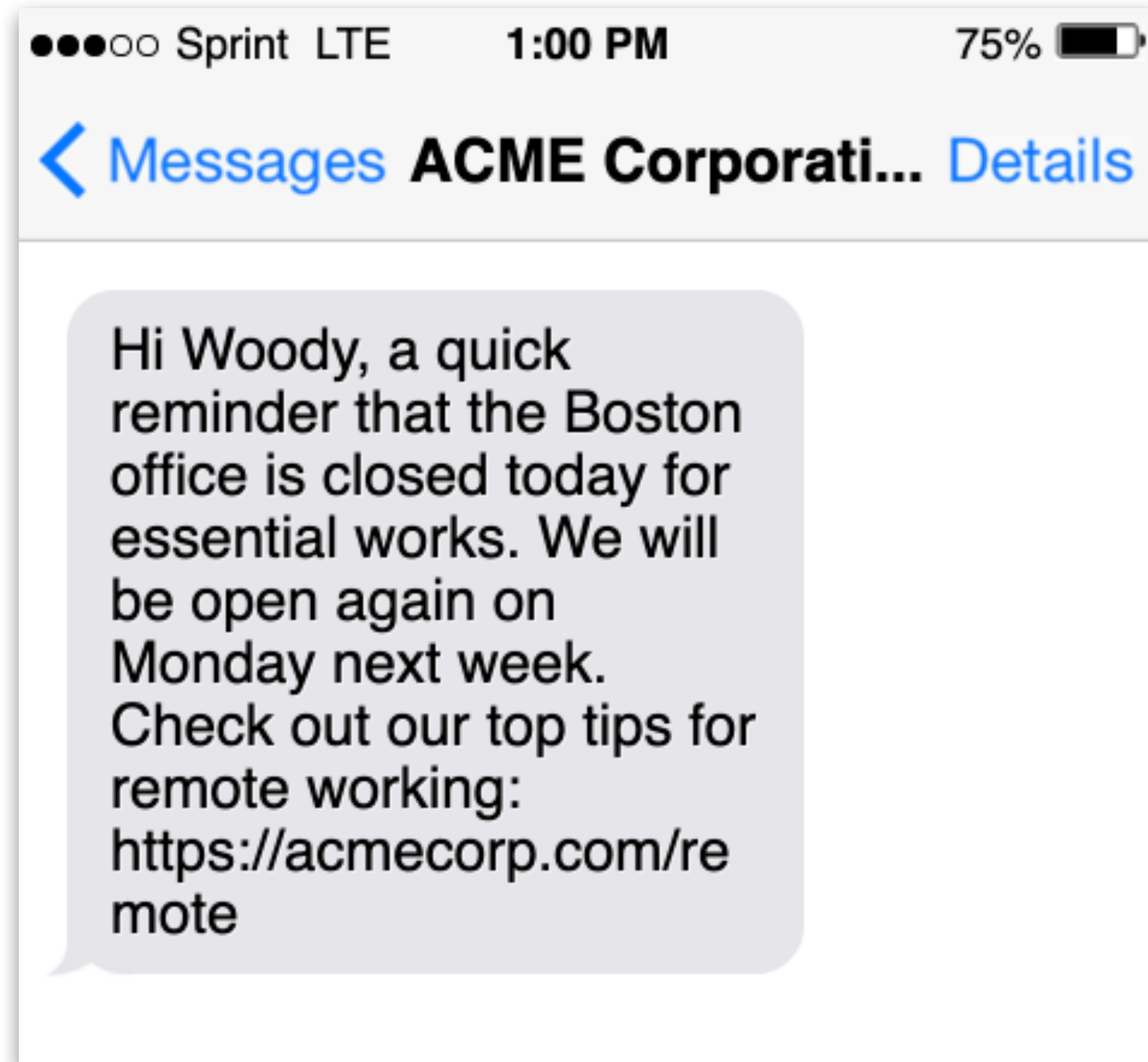
How is your onboarding process going? X
Let us know your thoughts, it helps us to improve!

Feedback input area

[Share feedback](#)



SMS for urgent alerts and reminders.





5: Customised intranet

Personalise the content presented on your intranet to the individual employee.



Dynamic Web Content.

mautic

Admin User

New Dynamic Content

Save Save & Close Cancel

Category: Uncategorized

Language: English

Is a translation of: Choose a translated item...

Internal Name: New employee greeting

Content: Hi {contactfield=firstname}, welcome to ACME Corporation. It's great to have you join us!

ACME
CORPORATION

Hi Woody, welcome to ACME Corporation. It's great to have you join us!





What about the existing employee experience?

- Benefit information
- Links to region-specific tools (e.g. travel booking, annual leave, payroll)
- Resources relevant to seniority in company
- Time-sensitive resources



Closing thoughts

Whatever you do, do something!

Today we have scratched the surface of what you could do to improve the employee experience using some of the tools that you are **probably already using** for delivering great digital experiences to your customers.

The employee experience is a **rapidly growing** area of digital transformation, and something that we, as builders of amazing digital experiences with Drupal and Mautic, are uniquely positioned to offer great integrated solutions for.

You might not be ready to dive in with a full digital experience platform for employees, but **you can always start small** - crawl/walk/run - and build up from the basic starting point. Whatever you do, do something!

Like any digital transformation project, developing a strong employee experience **requires a clear strategy and plan**. This will involve extensive cross-team working and collaboration, but we already have the tools to hand which we can repurpose to support our internal business needs.



Join us for contribution opportunities

20-23 September, 2022
Room C2 + C3

Mentored Contribution

23 September: 09:00 - 18:00
Room C2 + C3

First Time Contributor Workshop

20 September: 17:15 - 18:00
Room D9
21 September: 10:30 - 11:15
Room D9
23 September: 09:00 - 12:30
Room C2

General Contribution

20 - 22 September: 9:00 - 18:00
Room C3
23 September: 9:00 - 18:00
Room C2 + C3

#Drupal(ANDMAUTIC)Contributions



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What did you think?

Please fill in this session survey directly from the Mobile App.

Thank you!



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What questions can I answer?

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links and resources

