



G-Cloud 14

**Wipro Employee Experience Services – Digital HR
Strategy, Design & Delivery & AI Enabled Workforce**



CONTENTS

SCOPE 2

OUR APPROACH 2

KEY SERVICE BENEFITS 4

WHY WIPRO? 5

CONTACTS 6

Scope

At Wipro, we believe that by focusing on creating a positive and meaningful experience at every touchpoint, our clients can drive employee satisfaction, engagement, and loyalty. Through our approach, our clients can cultivate a culture of continuous engagement, attract top talent, and build a stronger employer brand, ultimately leading to increased productivity and long-term success.

Key Service Features:

1. Uncover insights into as-is experience & build future state employee journeys
2. Defines employee proposition, aligned to strategy and moments that matter
3. Experience centric design principles to bridge the needs of the workforce with business objectives
4. Practical employee experience & design toolkit
5. Design, sequence and prioritise backlog for transformation roadmap.
6. Collating requirements and planning them into Sprints in order of value, priority, and impact
7. Create a HR strategy which is fit for future to enhance employee experience across business
8. Design the toolkit and interventions to give early results.
9. Implementing the people change – mindset & upskilling through co-piloting with AI

Our Approach

The Digital Age is changing the ways of working; employees expect their experience to be reflected in the workplace, more control over how and when they work and greater balance between work and life. Employee- Centred Organisations respond to these levers through ideal employee experience, identifying how technology, process, data, policy, and overall infrastructure can enable employee satisfaction. Usage of data analytics, AI, RPA and digitally advanced tools to continuously enhance the employee experience, facilitate equitable and collaborative working to drive business outcomes – as strategic advisors who elevate the importance of workforce performance for today and the future.

Our Point of View: We believe that employee experience should be:

Digitally Empowered

Employees can set up a bank account, lobby politicians or start a social movement in a matter of hours, all from their phone. That experience is mirrored in the work environment, where the expectation is of an integrated digital experience, and the ability to make their voice heard to influence decision-making.

Socially Conscious

Over the last two years, social impact, sustainability and inclusion and diversity have all come up the employee agenda and are now central to employee decision-making about where they want to work. Far from paying lip service, social strategy must be integrated into the fabric and culture of the organisation.

Flexible & Hyper-Personalised

Recent years have proven the case against presenteeism. And with that has come an expectation of greater flexibility. 98% of employers say employees expect more flexible working hours. According to LinkedIn, postings that offer flexibility to candidates get an average 35% more views.

Intentionally Iterative

In an ever-changing world, the acquisition of new areas of mastery and the ability to apply skills and capabilities effectively is expected. Employees may come with a growth mindset, but also anticipate the opportunity to learn in the flow of work and grow their careers through internal (and external) mobility opportunities.

Our POV: Why employee experience is crucial

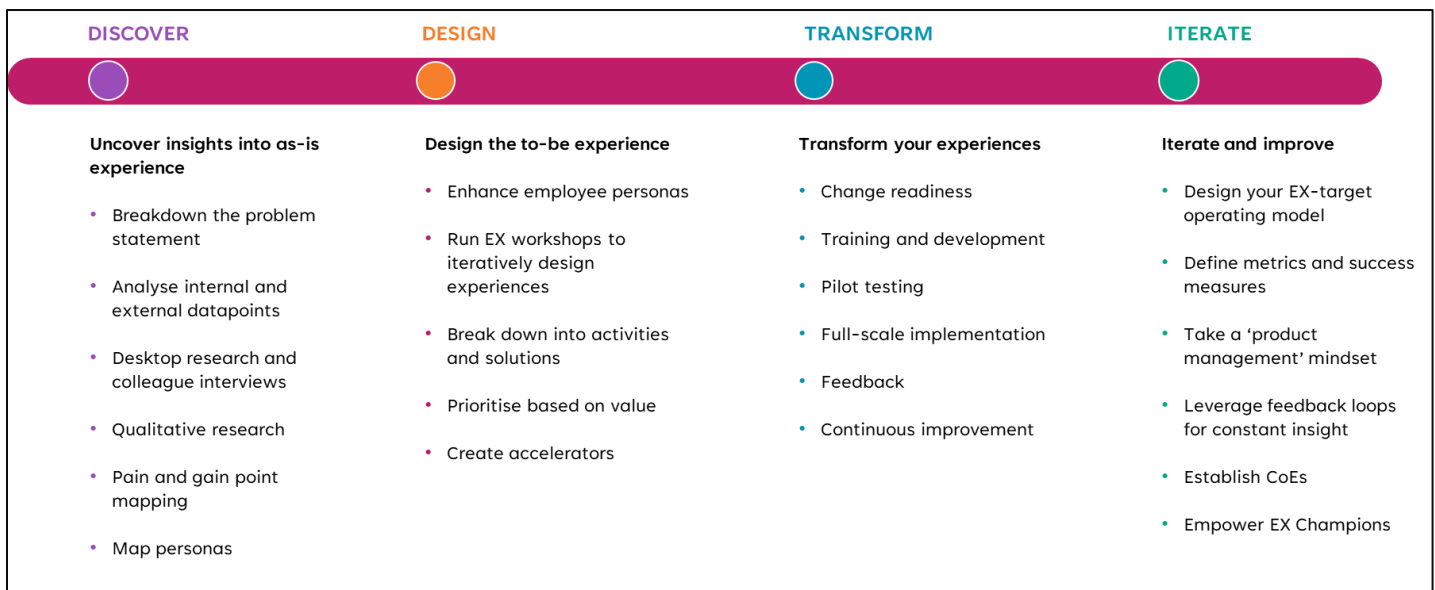
1. **Enhanced Employee Engagement:** Elevating employee experience directly correlates to heightened engagement levels. By fostering a workplace culture that prioritizes meaningful work and employee recognition, organizations can boost productivity and reduce turnover, thereby optimizing workforce efficiency.
2. **Attraction and Retention of Talent:** Implementing a robust employee experience strategy enhances an organization's employer value proposition (EVP). This makes the company more attractive to potential talent while simultaneously increasing retention rates among existing employees by meeting their expectations and aspirations.
3. **Increased Innovation:** Employees who are satisfied and engaged typically exhibit higher levels of creativity and innovation. By crafting an environment that encourages feedback and iterative learning, companies can harness innovative thinking that drives competitive advantage and disrupts traditional market patterns.
4. **Optimized Organizational Agility:** By maintaining a focus on agile and flexible work practices within the employee experience framework, companies can swiftly adapt to changing business landscapes. This includes leveraging digital transformation initiatives that streamline collaboration and communication, crucial for maintaining operational resilience.
5. **Improved Customer Satisfaction:** There is a direct link between employee experience and customer experience. Satisfied and empowered employees are more likely to deliver superior service, leading to enhanced customer satisfaction and loyalty. This not only improves brand reputation but also contributes positively to the bottom line through increased customer lifetime value.

Mapping the current state to design & iterate the future aspirations:

Employee experience results from the sum of all interactions an employee has with an organisation in their attract to alumni journey. Our approach ensures full understanding of talent and their 'as-is' experiences by focusing on all key moments that matter. In the process we create empathy maps and personas for key employee segments and review existing strategy documentation or current journey maps to help understand key processes, technology enablers and opportunities.

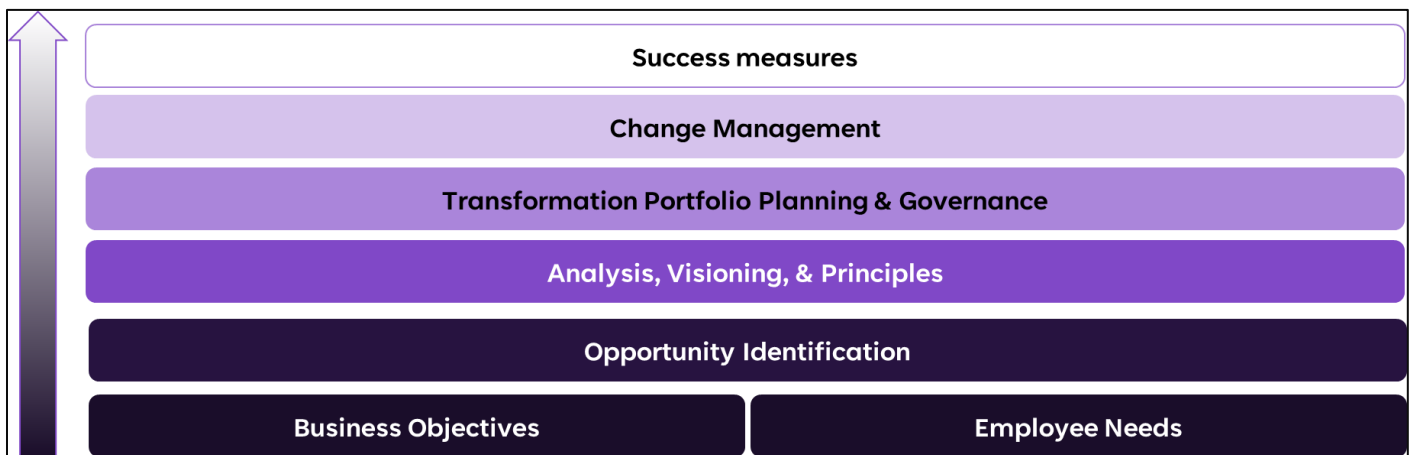
We map and validate your processes to the appropriate level (L1-4) to further take these processes and use them to form a foundational blueprint ahead of design.

We offer end to end transformation, from discovery right the way through to delivery and support.



Designing your EX-Strategy:

It's important to have a strategic approach to EX, ensuring good governance, clarity, and transparency.



Key Service Benefits

1. Helps you and your organisation understand what your employee needs are
2. Links employee experience strategies to overall organisation strategies and vision
3. Empathetic inclusivity design based on Moments That Matters Drives efficiencies and alignment across the organisation
4. Engaged and satisfied employees strengthening the EVP and brand value internally and externally
5. Prioritisation of the strategic objectives and what 'North star' looks like for the organization
6. Create the benchmark and future metrics of Employee Experience
7. Align your experience metrics to OKRs and/ or metrics.
8. Adoption of AI as a tool, skills and mindset to improve employee experience.

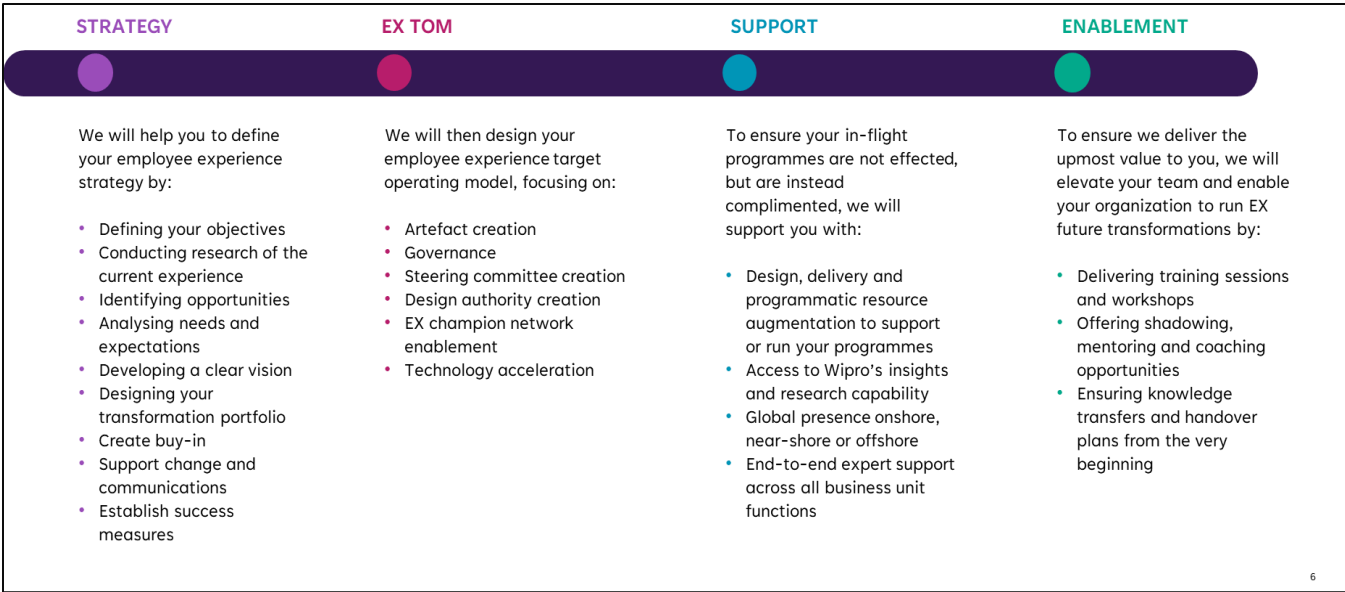
The Value of Experience Design:

An effective EX Design is where ‘the deal’ is aligned to the employee experience. Companies that focus on their EX-Design have been shown to better attract talent, increase employee advocacy, and outperform competitors.

- 1. Implementing experience design can streamline processes and **reduce operational costs by 30%**. This includes time savings and reduced need for manual intervention.
- 2. Improving user experience can increase retention rates. This increases lifetime value and reduced costs, **resulting in cost savings around 5-20%**.
- 3. By minimising errors in processes, companies can **significantly save on costs** associated with fixing mistakes. This can translate to **savings of 5-15%**.
- 4. **Enhancing internal processes and tools** through experience design can lead to an **increase in employee productivity by 10-20%**.
- 5. Although not a direct saving, better employee experience can lead to **increased sales and market share**, which could indirectly account for a **revenue increase of 10-25%**.

Why Wipro?

Leveraging Wipro for the end-to-end delivery will ensure consistency, stability, and will futureproof your investment. We can support with end to end delivery of an EX transformation with support available for each step (see picture below)



Wipro is a leading IT consultancy and have worked as a trusted partner to help the UK Government apply an assured cloud delivery approach when developing their most complex information systems and cloud solutions.

We are well placed to work with clients to help assess readiness, design, build, deliver, and test, to take advantage of cloud solutions. We bring global scale and skills across experience and technology:

More than

252

digital clients in

21

countries



21

Sitecore experience awards,
in partnership with our clients, in the last five years



23

Microsoft Gold
Competencies



#1

Worldwide in Dynamics
certifications



14

Microsoft Alliance
Partner of the Year
awards



Wipro named Adobe's 2023
Global Digital Experience
Solution Partner of the Year

3500

analytics
professionals and

4200

business excellence
and automation
experts

Contacts

This service is intended to help customers develop and deliver successful experiences, Wipro takes pride in working with clients and helping them to deliver business outcomes. Please contact us on below details.

Email - publicsector-uki@wipro.com



About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With 250,000 employees and business partners across more than 60 countries, we deliver on the promise of helping our clients, colleagues, and communities thrive in an ever-changing world.

