

# Employee Experience Management Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

In 2022, the changing mechanics of the market for talent made it harder than ever for organizations to attract and retain top performers. Industries were unevenly impacted by rising inflation and corresponding interest rates, leading to layoffs in sectors leading the future of digital transformation (DX) that enabled hiring to support DX transformation in sectors that had been lagging in their DX journeys. On the organizational management side, organizational resilience gave way to a broader focus on adaptable readiness and agility, prompting a shift in talent evaluation considerations to include skills frameworks and ontologies. Within employee experience (EX), skills ontologies proved to be valuable toward reconnecting talent to the organization as the organization changed and evolved while sustaining a sense of value, connection, and employment stability for employees. The shift to skills underscores a broader shift that is taking place within EX transformations – the push to resource and workstyle personalization leveraging AI, ML, and now generative AI (GenAI). The broader arena of the analytics of personalization (AOP) is getting hotter as organizations break down rigid process and workflow controls to better merge individual employee goals, needs, and potential into organizational frameworks and metrics for success on objectives and key results (OKRs).

The *Employee Experience Management Strategies* program explores these trends, the competitive landscape, and the impact of EX on organizational performance – particularly as economic, industrial, and talent market transformations heat up.

## Markets and Subjects Analyzed

- Market for employee experience management software and services
- The business case for EX transformation
- Relationship between EX and CX
- EX stakeholders, maturity, and the HR-IT relationship
- Differentiating between employee and manager experiences
- Analytics of personalization — AI, ML, and GenAI
- Cross-functional data and insights unity
- Resource management in the flow of work
- Upskilling, reskilling, and internal mobility
- Employee well-being including mental, physical, and financial
- Corporate social responsibility impact on retention and performance
- Employee sentiment, feedback, surveys, and communications
- Rewards and recognition, social recognition, and belonging
- Diversity, equity, inclusion, and belonging

## Core Research

- Market Forecast: Employee Experience Software and Services
- Market Analysis Perspective: Employee Experience Software and Services
- MarketScape: Engagement and Connection
- MarketScape: Learning Experience Management
- IDC MarketScape: Rewards, Recognition, and Belonging
- EX Buyer Perception and Maturity Surveys

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit:

[Employee Experience Management Strategies](#).

## Key Questions Answered

1. What are the key trends in the employee experience markets?
2. Who are the leading players in the employee experience markets, and what are their characteristics? Who are the market disruptors?
3. What is the buyer spending on employee experience software and services?
4. What is the relationship between employee experience and business performance? Who are the key stakeholders for EX?
5. What are the keys to success from both a vendor and a buyer view in these markets?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of providers in the employee experience market, including but not limited to:

15Five, Accenture, BCG, Capgemini, Cognizant, Cornerstone, Deloitte, EY, Fitbit, Genpact, Headspace, IBM, Kazoo, KPMG, Lattice, McKinsey, Microsoft, Oracle, PwC, Qualtrics, Quantum Workplace, Sage, Salesforce, SAP SuccessFactors, ServiceNow, Thrive Global, UKG, Workday, WorkForce Software, and Workhuman.