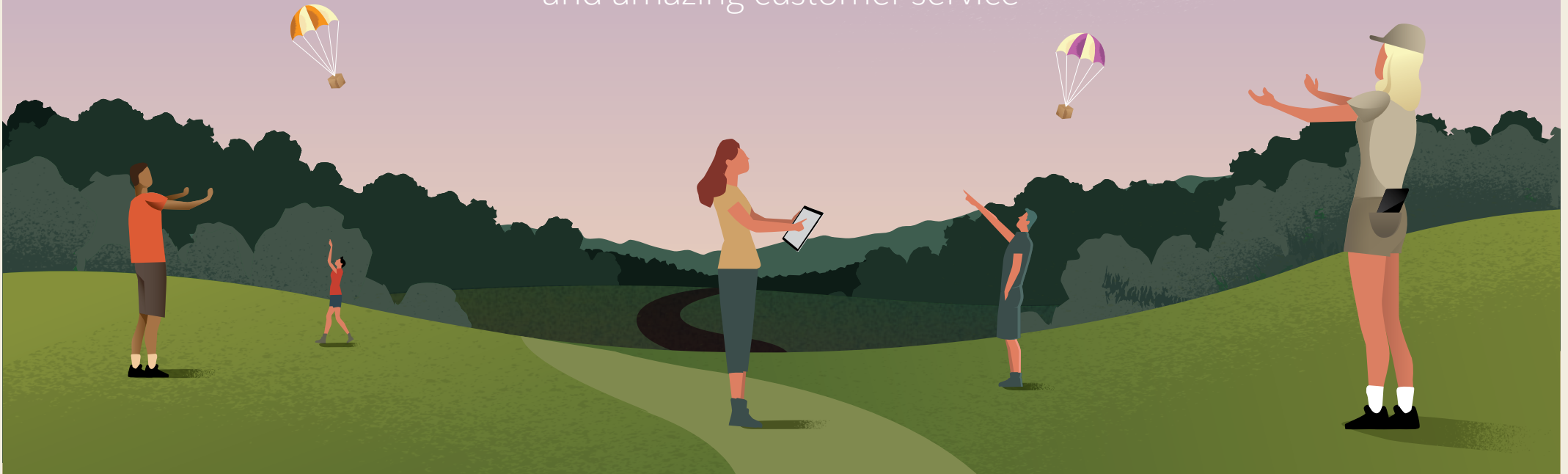salesforce

Essential Guides

CREATING CONNECTED EMPLOYEES

How consumer goods companies can attract, connect, and empower employees for hyper-productivity and amazing customer service

CONTENTS

CHAPTER 1

PEOPLE ARE THE KEY TO REACHING YOUR GOALS

In an increasingly competitive consumer goods industry, investing today in future growth is absolutely vital. You have already made significant IT investments to support your operational needs. Meeting your growth goals requires more than just strong IT infrastructure – it requires the very best people. Not only is recruiting in consumer goods harder than it once was, as you compete against younger, exciting, fast-moving firms, but you need the very best people to ensure you deliver amazing products and service for customers.

Bringing in new talent is non-negotiable, especially as driving innovation becomes even more vital. You need not just an influx of new ideas and individuals with new skills, but also to keep those individuals happy and engaged, so you can retain them. Employee productivity is in the spotlight too, as staying lean and efficient is critical in times of increased competition and decreasing margins.

Every one of your employees, and every process with which they interact, must be truly productive, while the experience of your people must engage, empower, and enable them to do their jobs effortlessly, and excellently.

Digital, cloud and mobile technology offers a world of potential for the modern consumer goods organisation to transform the employee experience, and gain efficiency, innovation and growth benefits along the way.

"Given that all ideas, products, and business results ultimately come from the activities of employees, it's likely that companies able to consistently inspire their people in ways that drive real business results will outperform the rest."

Harvard Business Review 2017

EMPOWER YOUR BUSINESS WITH A REIMAGINED EMPLOYEE EXPERIENCE

Millennials are starting to dominate the workforce, bringing new demands as well as new opportunities. To attract and retain the best talent, you need a modern, engaging work environment, but the complexities of traditional corporate processes, plus the steep learning curve of antiquated IT systems, present barriers. Employees have come to expect activities in their personal lives to be easy and engaging. They do not see why systems at work should feel any different than the technology they use at home. They simply assume things will be as intuitive as they are with consumer tools, that information will be accessible, that mobility is a given, and social tools are universal.

The benefits of responding correctly to this change are enormous. Digital platforms make people more productive by making processes frictionless, saving increments of time that can add up to vast benefits. Creating an environment to attract not only helps you to recruit faster and more economically, but creates benefits elsewhere. Giving employees the ability to self-serve, and automating their routine tasks, boosts productivity, enhances each individual's sense of autonomy, and grows personal responsibility. It can drive huge economies and efficiencies in core services such as finance, IT and HR, while happy, engaged employees become brand ambassadors, further aiding recruitment.

"Engagement shouldn't be 'something else' an employee, manager or leader has to do – instead, it should be how work gets done. Engagement is about investing in everyday working moments and incorporating engagement concepts into the workflow, even as businesses change and adopt new initiatives."

Gallup 2016

CHAPTER 3

EMPLOYEE EXPERIENCE DRIVES CUSTOMER SUCCESS

Modern CG companies need not only a customer success platform, but one that helps their employees deliver. To create customer success for the future the environment for your employees may need a fresh approach. Traditional engagement may not be enough, as employees increasingly respond to more personalised approaches, which require a more holistic approach.

You need to build employee relationships that enable ongoing business success. It requires increasingly personal interaction, deeper individual understanding, and more consideration of employee needs. Digital technology allows you to create a total employment experience that delivers not just what they want, but what you need too. Creating effective change will mean thinking from their needs backwards as you transform and streamline processes, and build the tools that both your business and your people need to succeed.

TRAILBLAZERS WILL...

- Get to know employees on a more personalised level, building a true 360-degree awareness and understanding to treat them as individuals, as well as teams.

- Think beyond the workplace and work-day, enabling employees to be productive when, and where, makes most sense to them.

- Connect employees across the business and make them feel part of the family as they work, learn, socialise and innovate.

- Give them tools that mean they never need to waste time and energy searching for anything or figuring out what to do – and can focus on delivering for customers.

#1 ENGAGE THEM FROM CRADLE TO GRAVE

CHALLENGE

When a new employee joins the team, it makes sense to enable them to be productive from day one. Because the employee lifecycle starts long before they walk into their new workplace, why not also start to engage, enable and equip them earlier? The moment that you have identified a potential hire, you should begin communicating with them and welcoming them. The benefits then easily extend into the 'housekeeping' practicalities of onboarding and preparing for their arrival.

STEPS TO SUCCESS

• Send a personalised welcome and email journey to every new recruit in the weeks and days prior to their contract start. Automate where appropriate, and make it easy to initiate requests not just by HR but for IT and finance. Manage movers within the organisation and give leavers the same personal courtesy, up to the very last day.

• Provide essential joining and information forms upfront, making it easy for them to return them online or on mobile, to build their complete employee profile quickly.

• Enable routine processes such as laptop and mobile device orders, so that your new starter can arrive to find themselves fully equipped to be productive from day one.

• Establish their digital identity before they arrive, so that they are never held up by the need to register for corporate services or gain access to systems.

• Explore opportunities to utilise AI-driven predictive analytics and insights to plan around employee performance, inform hiring and turnover modelling.

#2 MOTIVATE AND MAKE IT EASY TO WORK ANYTIME, ANYWHERE

CHALLENGE

You want and need your employees to work hard - but you also want them to be healthy, happy and refreshed. Balancing productivity with your responsibility to help ensure individuals can maintain a balance between work and life can be significantly supported by smart use of digital platforms. Utilise personalisation to motivate people no matter where and when they are working, with easy and enjoyable tools that deliver reinforcement that their work is appreciated.

STEPS TO SUCCESS

• Develop AI-enabled apps that enable employees to work in the places, and in the moments, that make sense to them and are easy for them. Enabling tasks such as review and approval of a purchase request can be done with a swipe via mobile devices, no matter whether they are in the office, or in the line at the supermarket.

• Give employees a sense of personal autonomy and choice to work when it makes sense to do so, by enabling them to tap into workstreams when they have time and bandwidth to read, review, and make decisions, or catch up with team activity.

• Use gamification to recognise commitments and deliver reinforcement and reward for great behaviours, to enable managers and colleagues to record and recognise achievements either publicly, or to augment employee career records.

#3 MAKE LIFE EFFORTLESSLY EASY

CHALLENGE

Performing regular and routine tasks shouldn't be painful and time-consuming. Employees who are used to the effortless access to information from consumer apps don't understand why similar tasks at work should be difficult, or why information should be difficult to obtain. Simply making service requests of core functions such as HR, IT or finance can take up significant quantities of valuable time that could be better spent. Improve employee morale and productivity by reducing interaction with cumbersome, disconnected legacy systems and old-fashioned processes that were designed for a paper-centric age.

STEPS TO SUCCESS

• Give them a single point of access to all the corporate services they need, via an intuitive consumer-style portal that makes it easy to search, serves up intelligent options and automates the routing of requests or approvals to the right person in the organisation, behind the scenes.

• Put self-service into the hands of every employee to free them up for productive work – while you can make things like submitting a purchase order request or ordering a new laptop simple and stress-free.

• Deliver a single sign-on experience that opens up the world of tools, services and information that employees need, and eliminates the need to remember multiple passwords and log-ins for internal systems.

• Automate tasks with the aid of AI, and provide AI-enabled insights that can deliver actionable customer insights, predict customer trends, highlight their needs, spot opportunities, and support employee decisions about marketing, services, retailer support, and more.

#4 EMBRACE THE BENEFITS, AND REDUCE THE RISKS, OF THE SOCIAL MINDSET

CHALLENGE

Today's businesses must develop a social business mindset that doesn't stop with customer engagement and marketing, but connects deep inside the business. Your employees are social beings used to sharing and showcasing achievement, conversing in the moment, and communicating as much with image and video as they do with text and voice. That's difficult to do with traditional email, which is why so many companies are embracing social. Doing so unlocks opportunities to interact and work together and drives collaborative problem-solving. It enables easy access to internal experts, can power innovative thinking and the exchange of ideas, and reduce the security risks of employees using un-sanctioned social platforms and messaging apps.

STEPS TO SUCCESS

- Provide a truly collaborative platform for chat, information sharing and joint working, making it part of the formal process for communication, team management and teamworking and connecting with internal experts.

- Protect your corporate knowledge and intellectual property by keeping discussions within secure chat groups, avoiding the commercial and legal risks that come with use of personal messenger tools.

- Create seamless transitions between external-facing social customer support and marketing through your social platforms.

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#5 BECOME A TRULY ENGAGED EMPLOYER

CHALLENGE

Companies are places that people choose to work – but they can also be new families. When employers start to show that they recognise and value this close community and the role of every individual within it, they can engender greater loyalty, breeding a strong culture which attracts other potential employees. Treating employees with even greater respect unlocks benefits beyond talent recruitment and retention as they work harder and enhance your competitiveness.

STEPS TO SUCCESS

- Unlock the wealth of ideas in the minds of employees and your internal communities, not only for process improvements but to feed into your new product development and innovation processes. Online communities, social collaboration and consumer-type apps can all help to harness the creative power of your people and put it to work.

- Create apps that can support internal and external recruiting, enabling employees to easily share opportunities to colleagues within, and friends outside, the organisation, as well as discover opportunities for advancement in their own careers.

CHAPTER 4

ENGAGE EMPLOYEES BETTER THAN EVER BEFORE WITH COMMUNITIES

Create employee intranets and communities that are engaging, informative and effective, in the form of powerful portals that deliver what your people want to find and know, whether they are working in the office, at home, or out in the field.

Enable all-round engagement with gamification to show your appreciation of effort, and record personal achievements noted by colleagues or managers.

Easily design and roll out intuitive apps with AppCloud, to engage employees, energise volunteering initiatives, encourage great behaviours, and enable truly personalised communication that makes every person feel part of a real family.

£340BN

THE COST PER ANNUM OF UK EMPLOYEE DISENGAGEMENT

Hay Group

CHAPTER 5

MANAGE EMPLOYEE LIFECYCLES WITH MARKETING CLOUD AND COMMUNITY CLOUD

Design onboarding approaches which embraces new recruits much earlier, makes them productive more quickly, and immerses them in the culture of the company.

Gather key information efficiently, and connect joiners to the key services and equipment they need without fuss or friction, so that everything is ready for them on day 1.

Design automated email journeys and service points with Journey Builder, not only for joiners but for movers and leavers too, creating custom onboarding apps and connecting recruits directly to essential learning from the start.

Deliver learning services with Trailhead, and make them highly accessible on the platforms employees choose to use.

Create single sign-on services that give employees access to every system and service they need, rather than having to learn multiple passwords, while other functions and departments are freed from the burden and security concerns of creating and managing multiple identities.

"Good engagement creates a neurological cocktail of chemicals that helps employees do amazing things."

HR Magazine
2017 Engagement report

87%
OF EMPLOYEES WORLDWIDE ARE NOT ENGAGED

Gallup

CHAPTER 6

ENABLE EMPLOYEES TO COLLABORATE WITH CHATTER AND APPCLOUD

Create a secure and collaborative internal social environment with Salesforce Chatter that truly connects people, teams and internal experts, enabling them to collaborate around ideas and initiatives seamlessly and manage customer care better.

Design productivity apps quickly that are tailored to the needs of your different teams, which break free of the desktop and bring functionality to mobile, or which eliminate irritating barriers and pain-points.

"Organisations face a radically shifting context for the workforce, the workplace, and the world of work."

Deloitte Capital Trends 2017

62%

OF UK EMPLOYEES PLAN TO MOVE JOBS

Hays UK

CHAPTER 7

DELIVER SELF-SERVICE AND FAST ANSWERS WITH SERVICE CLOUD

Enable simple, friction-free, and less time-consuming interactions and requests with key services such as IT, HR and finance.

Deliver effective helpdesk services for ubiquitous employee needs such as training requests, purchase order management, orders for IT equipment and other routine activities via 'one stop shop' portals that deliver concierge-style services using a simple browser-style query bar for input.

Automate and accelerate the delivery of answers to frequently asked questions or requests and route queries and approval requests rapidly to the right individual or department.

"As digital transforms the business landscape, the successful organisations of the future will likely be those that can move faster, adapt more quickly, learn more rapidly, and embrace dynamic career demands."

Deloitte Capital Trends 2017

35%
OF UK COMPANIES CANNOT FIND THE TALENT THEY NEED

Hays UK

CHAPTER 8

REIMAGINE YOUR FUTURE WITH SALESFORCE

Platforms for success

Salesforce helps you leverage the power of the world's best customer success platform to connect and empower employees, enabling them to serve your customers even better as well as have a great employment experience. Our capabilities for connected employees deliver a single integrated cloud platform which is fast, secure and scalable to meet the needs of any size of consumer goods organisation. Discover more about our approach to connecting consumers, channels, operations and employees by reading the other consumer goods guides in this series available from Salesforce.

Unlock the world of AI

Salesforce Einstein powers even smarter functionality across the Salesforce Platform. Consumer goods customers will soon be able to automate, analyse, and make decisions using predictive technologies in their employee, sales, commerce, marketing, analytics, service and community activities, driving even greater future success.

Proven success through employees

Employee engagement and empowerment is close to our heart – and our employees love it. We have been voted among the Fortune '100 Best Places to Work' nine years in a row, and are an amazing #2 on the UK's 'Great Place to Work' 2017. We are constantly aware that we are only as good as our people, and we use the very same technology that fuels our customers' successes. A connected, social internal environment makes our people feel part of a family; we give employees effortless abilities to be hyper-productive and serve our customers well, and provide apps that put every employee in charge of their own employment journey.

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DISCOVER HOW SALESFORCE — COULD HELP YOU CREATE — CONNECTED EMPLOYEE SUCCESS

**CONTACT THE CONSUMER GOODS TEAM TODAY
OR VISIT OUR WEBSITE
WWW.SALESFORCE.COM/CONSUMER-GOODS**

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