The significance of Digital Workplace Experience: Benefits and Metrics for Success

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Nationwide®

Revolutionizing the Digital Workplace Experience

Enabling associates with modern tools and technologies that are reliable and easy to use is essential to delivering extraordinary service to Nationwide's customers.

All in-office

Pre-pandemic, we utilized a basic "**end-user computing**" organizational framework.

Work-from-home

We responded quickly to the 2020 pandemic in designing a new organizational model and delivering necessary tech **enabling remote work**.

Flexible

Post-pandemic, flexible workplace options continue to challenge us and by utilizing our **data driven**, **human-centered Digital Workplace Experience framework.**

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What Nationwiders used to say...

> **"** ...between Teams, Outlook, and OneNote, it gets confusing where to find things...I think we need better practices on when/how/why to use each tool.
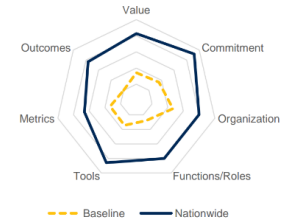> -People Leader

What Nationwiders used to say...

> **"** Ordering a monitor and headset through Ariba feels confusing because there are so many options.
> -Data Power Worker

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Nationwide's Digital Workplace Technology achieved highest score in Gartner's maturity benchmark – 4.03 vs. 2.34[*]

Reacting, Supporting and Enabling Levels 1 - 3	Empowering Level 4	Transforming Level 5
Managed direct cost budgets effectively and make improvements through optimization initiatives	**Charter is focused on Experience, Value & Partnerships** and is supported at leader level with funding	Enables business technologists while providing guardrails to ensure compliance, manageability and scalability
Work was reactive and heavily activity based with defined operating and service level agreement targets	Competencies incl promoting new work styles and embraces responsibilities in OCM and driving tech adoption utilizing **champion network, persona and journey mapping**	Alongside HR, measure digital skills development, and continuously improve employee productivity engagement and well-being.
New services expanded to specific use cases	**Manage physical workplace experience** and improve tech usage across org	Measure enablement incl comms effectiveness, # of business technologists and fusion teams, champion impact and customer satisfaction
Performed device OS patching monthly	**Metrics** incl IT support, DW Experience by persona, utilization and optimization, compliance, Green IT policy and sourcing	Use behavioral science and workstyle analytics to promote org culture and goal attainment
Measured satisfaction through ITSM transactions		Measure and report business value generation

Nationwide's Digital Workplace Maturity

Value — Commitment — Organization — Functions/Roles — Tools — Metrics — Outcomes

- - - Baseline   —— Nationwide

Measure the Digital Workplace Experience as a baseline

Digital Workplace Experience

★★★★★

Goal: Track progress of our associate's digital experience and gauge DWT initiatives impact on experience

Questions we are answering
- Are DWT initiatives positively improving associate digital experience?
- Where should we focus our energy in improving digital experience?
- What segments of associates have digital experience opportunities?
- Are we deploying solutions that delight our associates?

4.05 — 2021
4.11 — 2022
4.17 — 2023

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Create EX Lifecycle, Experiences & Journeys

Use **Voice of the Associate** to identify friction in the journeys and prioritize focus

1. I need my Technology to work.
● *Total: 2,387 | Avg Sentiment: - 0.24 | Very Negative: 23%*
- Experiencing PC slowness/lagging
- Experiencing issues with Software Apps
- Experiencing PC problems with network/ connectivity
- Troubleshooting when I have an issue
- Patching/Software delivery - Receiving software updates, installations and reboots
- Experiencing accessibility issues

2. I need to learn how to effectively use technology
● *Total: 2,284 | Avg Sentiment: - 0.09 | Very Negative: 22%*
- Preparing for new technology/ enhancements
- Searching for resources to learn more about the technology/tools
- Experimenting with the tool/technology
- Adopting the tool/technology

5. I need technology support.
● *Total: 1,524 | Avg Sentiment: 0.06 | Very Negative: 19%*
- Searching for help when I have an issue
  - Lack of knowledge about learning vs support
- Using Associate Portal for my issue
- Using Tech Lounge for my issue
- Using Virtual Agent for my issue
- Using LiveChat for my issue
- Calling the helpdesk for my issue
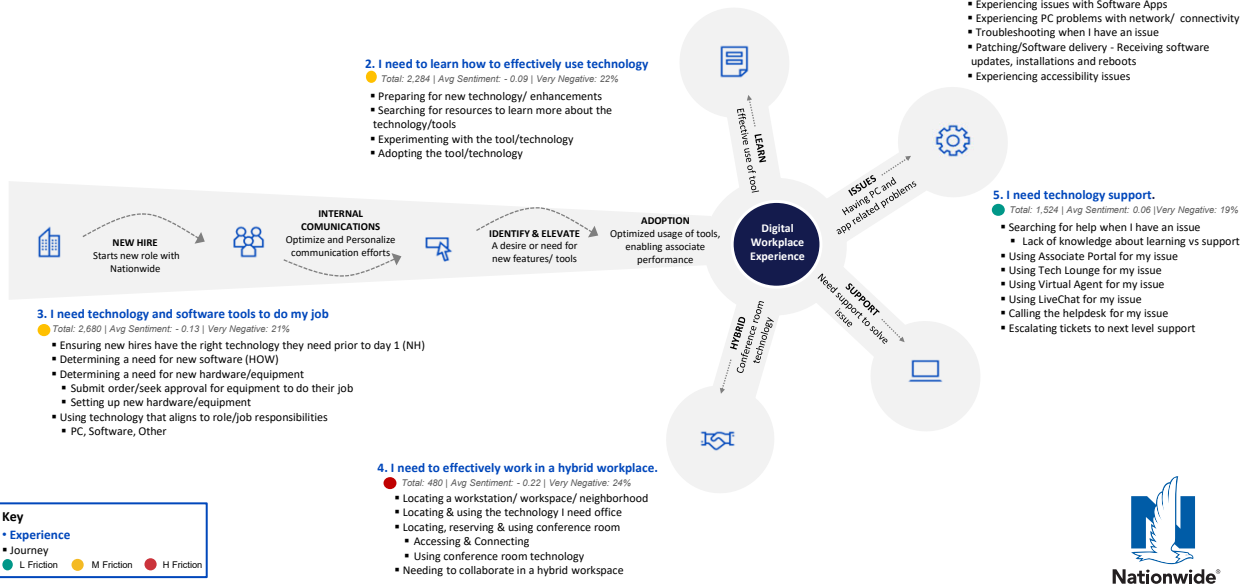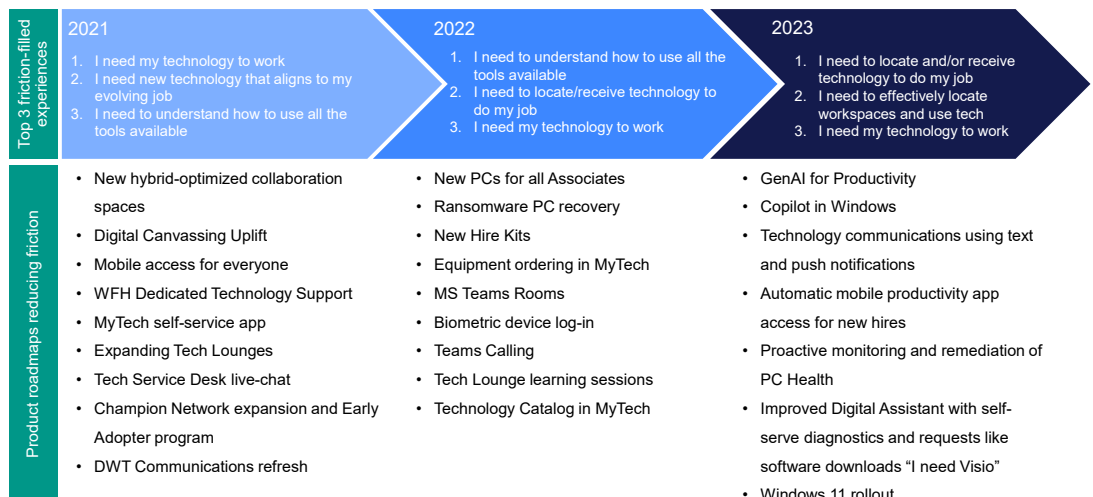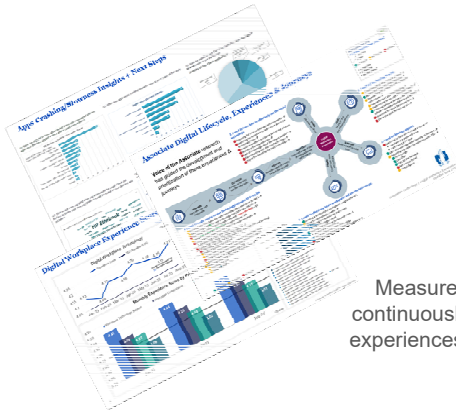- Escalating tickets to next level support

NEW HIRE Starts new role with Nationwide

INTERNAL COMMUNICATIONS Optimize and Personalize communication efforts

IDENTIFY & ELEVATE A desire or need for new features/ tools

ADOPTION Optimized usage of tools, enabling associate performance

Digital Workplace Experience

LEARN — Effective use of tool
ISSUES — Having PC and app related problems
SUPPORT — Need support to solve issue
HYBRID — Conference room technology

3. I need technology and software tools to do my job
● *Total: 2,680 | Avg Sentiment: - 0.13 | Very Negative: 21%*
- Ensuring new hires have the right technology they need prior to day 1 (NH)
- Determining a need for new software (HOW)
- Determining a need for new hardware/equipment
  - Submit order/seek approval for equipment to do their job
  - Setting up new hardware/equipment
- Using technology that aligns to role/job responsibilities
  - PC, Software, Other

4. I need to effectively work in a hybrid workplace.
● *Total: 480 | Avg Sentiment: - 0.22 | Very Negative: 24%*
- Locating a workstation/ workspace/ neighborhood
- Locating & using the technology I need office
- Locating, reserving & using conference room
  - Accessing & Connecting
  - Using conference room technology
- Needing to collaborate in a hybrid workspace

Key
- Experience
- Journey
- ● L Friction ● M Friction ● H Friction

Nationwide
is on your side

Identify digital friction via Voice of Associate

Prioritize efforts using objective data

Top 3 friction-filled experiences	2021	2022	2023
	1. I need my technology to work	1. I need to understand how to use all the tools available	1. I need to locate and/or receive technology to do my job
	2. I need new technology that aligns to my evolving job	2. I need to locate/receive technology to do my job	2. I need to effectively locate workspaces and use tech
	3. I need to understand how to use all the tools available	3. I need my technology to work	3. I need my technology to work

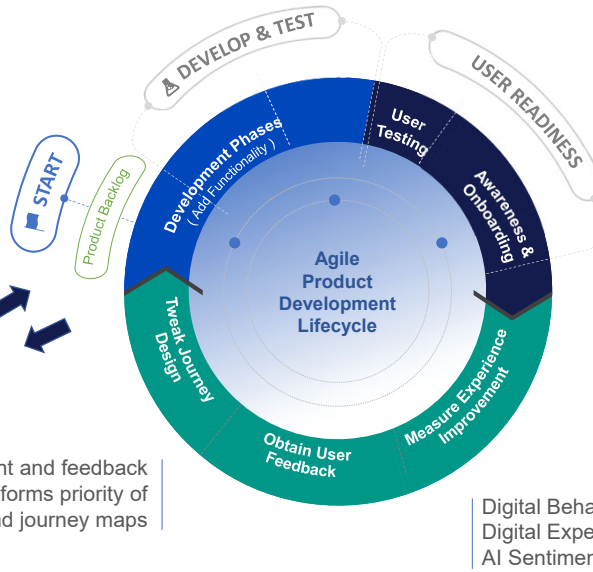| Product roadmaps reducing friction			
• New hybrid-optimized collaboration spaces	• New PCs for all Associates	• GenAI for Productivity
• Digital Canvassing Uplift	• Ransomware PC recovery	• Copilot in Windows
• Mobile access for everyone	• New Hire Kits	• Technology communications using text and push notifications
• WFH Dedicated Technology Support	• Equipment ordering in MyTech	• Automatic mobile productivity app access for new hires
• MyTech self-service app	• MS Teams Rooms	• Proactive monitoring and remediation of PC Health
• Expanding Tech Lounges	• Biometric device log-in	• Improved Digital Assistant with self-serve diagnostics and requests like software downloads "I need Visio"
• Tech Service Desk live-chat	• Teams Calling	• Windows 11 rollout
• Champion Network expansion and Early Adopter program	• Tech Lounge learning sessions	
• DWT Communications refresh	• Technology Catalog in MyTech	

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Use data to drive product evolution

Informed by VoA and research, DWE documents experiences and journeys that seed Design Thinking sessions and product backlogs


Measurement and feedback continuously informs priority of experiences and journey maps

Agile Product Development Lifecycle

START

Product Backlog

DEVELOP & TEST

USER READINESS

Development Phases (Add Functionality)

User Testing

Awareness & Onboarding

Measure Experience Improvement

Obtain User Feedback

Tweak Journey Design

Digital Behavior Score
Digital Experience Score
AI Sentiment analysis

Relentless execution minimizes failure

Digital Workplace Technology is built on Lean Management, Agile Delivery, and Positive Energy

Daily Coaching — Visual Controls — Accountability — Leader Standard Work
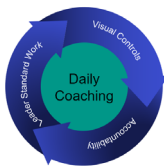
Lean Management is our guidepost to connecting the vision of management to the day-to-day work of our associates that build and manage extraordinary solutions

Agile Delivery allows us to adapt to changing technology needs of our associates and rapidly incorporate user feedback into our products

CENTER FOR POSITIVE ORGANIZATIONS
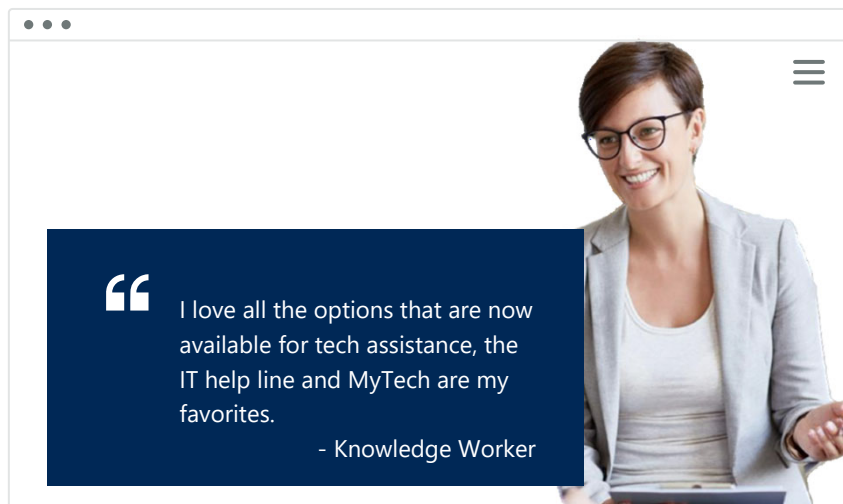M | MICHIGAN ROSS

THE RITZ-CARLTON LEADERSHIP CENTER

12 Skills to Flourish

BUILD POSITIVE EMOTIONS | MASTER YOUR STORIES | FOSTER POSITIVE RELATIONSHIPS | GROW YOUR EQ

DISCOVER YOUR PURPOSE | PRACTICE GRATITUDE | LEARN OPTIMISM | MANAGE ENERGY

EMBRACE FORGIVENESS | LEAD WITH MINDFULNESS | DEVELOP RESILIENCE | SUCCEED WITH GOALS & HABITS

PositiveFoundry

Positive Energy is the foundation in how we interact, react, and lead with the belief that organizations cannot flourish if individuals do not

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What Nationwiders say now...

> " Honestly, I love working remotely and the digital experience enables that.
>
> - Knowledge Worker

What Nationwiders say now...

> " I love all the options that are now available for tech assistance, the IT help line and MyTech are my favorites.
>
> - Knowledge Worker

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What next?

❑ **Think** of EX the way you think of CX.

❑ **Define** measures that matter and **baseline**.

❑ **Listen** to employees and identify friction.

❑ **Prioritize** investments & create roadmaps.

❑ **Reinforce** your strategy by continuously **recalibrating** investment plans to the landscape & feedback.