



# HOW DOES ACCENTURE HELP CLIENTS REINVENT THE EMPLOYEE EXPERIENCE?

## VIDEO TRANSCRIPT

### 1. What is Accenture's employee experience strategy?

We start with taking an expansive view on understanding our clients pain points – at the enterprise, team and individual level. Our research and industry depth inform how we tailor and make relevant different solutions for our clients. We help clients treat workers like customers. We anchor our strategy using a framework called 'Net Better Off' which measures people's well-being on six dimensions. Using our framework, clients can make sure that people are employable, financially stable, mentally and emotionally safe, physically well, and have roles with purpose and meaning. Of course, when people are happy, business performance follows.

### 2. What are Accenture's unique differentiators in the employee experience space?

According to HFS, what sets us apart is our unparalleled ability to innovate, execute and provide end-to-end solutions connected across the front, middle and back-office. We are able to do all this because of our people, our industry depth and our long-standing, demonstrated ability to act as 'client zero' where we test and scale new innovations worldwide on our 700K+ person workforce.

### 3. How does Accenture help clients drive employee experience?

The pandemic and world events have shifted expectations of customers, the workforce, and suppliers. People have been shaken by the past two years and are seeking to find purpose in their work and in life. Employees have adjusted their expectations and are demanding more of employers. Talent is scarce and this has created an immediate need for companies to implement additional hiring and development strategies. Customers have evolved their demands towards digital and omni-channel experiences, which has accelerated the digital transformation of our clients exponentially. We help our clients by connecting people to innovation, using technology to amplify human ingenuity.

### 4. What's next for employee experience at Accenture?

Accenture has a vision to help clients reinvent the employee experience around a culture of connection. Our latest research report shows that only 1 in 6 people feels highly connected to their organization and the people they work for. This feeling of connection is not directly correlated with location. Of the 17% of people who feel omni-connected, 53% work remotely, 33% work in hybrid environments and only 14% work on site full-time. It rather depends on the



organizational culture. What people really want is to have the ability to switch how they connect day-to-day and that the companies they work for, will have the dexterity to offer equitable, productive experiences to meet their needs. By helping our clients discover and embrace a culture of omni-connection, we reenergize their people and their business growth.

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