
Personalization and Employee Experience

Objectives

- Discuss personalization, its power and importance
- Reflect on the modern trends in personalization
- Reflect on the various strategies applied in personalization to attract and retain the best employees and clients





Human
Capital
Management

**EMPLOYEE
ENGAGEMENT**



Employee Engagement

A workplace method designed to improve an **employee's feelings** and **emotional attachment** to the company, their **job duties** and **position** within the company, their **fellow employees**, and the **company culture**.¹



**Employer
Value
Proposition**



Employee Engagement

A workplace method designed to improve an **employee's feelings** and **emotional attachment** to the company, their **job duties**, **position** within the company, their **fellow employees**, and the **company culture**.¹



Employee Experience (EX)

...considers **engagement** at **all touchpoints** throughout the **employee lifecycle**, importantly, from the **employee's perspective**.²

¹

BambooHR

² PeopleInsight

—

**What is Personalization
and how does
this translate to
Employee Experience?**

Personalization is the
TAILORING of a
service or a product to
accommodate specific
individuals'
CHARACTERISTICS
or **PREFERENCES**



The POWER and IMPORTANCE of Personalization



Personalization

- **Enhances both customer and employee experience**
- **Advances customer and employee relationships**



Trends in Personalization

A person is sitting at a table, using a silver Acer laptop. The laptop screen displays a social media page for 'TERIOF design'. The page features a header with the text 'introduce beauty with style' and a 'Create a' button. Below the header, there are several posts, including one with a photo of a room and another with a photo of a person. The person's hands are visible on the keyboard, and they are wearing a silver bracelet and blue nail polish. The background is slightly blurred, showing a table with some items on it.

Online Interactions



Print Media

Promotional Merchandise





Personalization Strategies

Jennifer Budinsky, Customer Experience,
Recognition and Engagement Leadership



FUN!

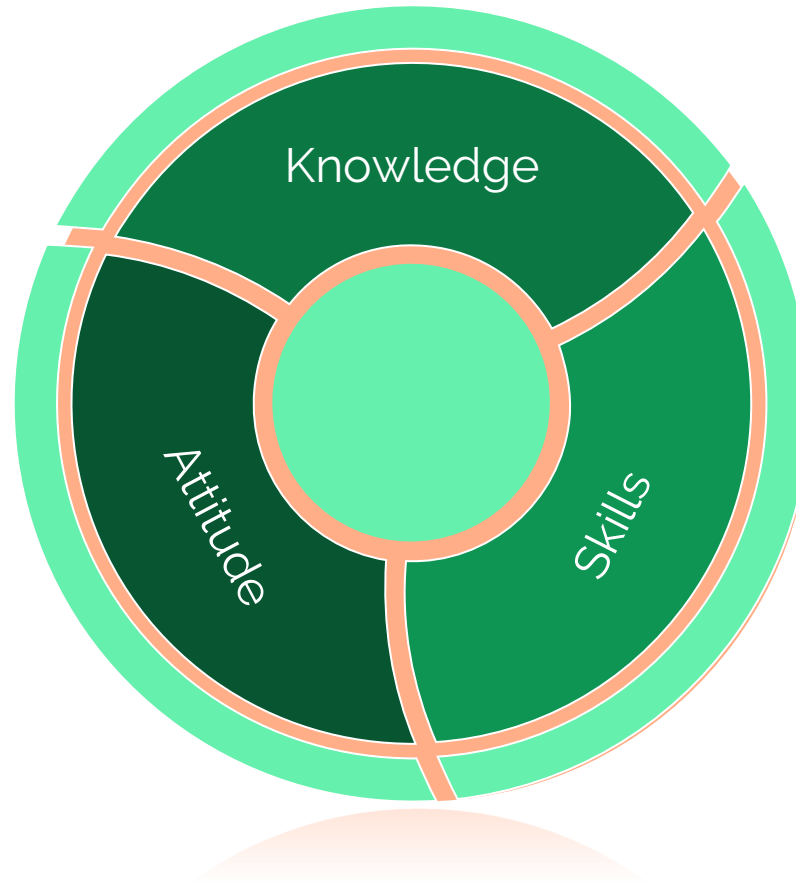
Jennifer Budinsky, Customer Experience,
Recognition and Engagement Leadership

FRIENDLINESS



Jennifer Budinsky, Customer Experience,
Recognition and Engagement Leadership

COMPETENCE



COMMITMENT



100%

EMPATHY



Jennifer Budinsky, Customer Experience,
Recognition and Engagement Leadership

HOSPITALITY



Jennifer Budinsky, Customer Experience,
Recognition and Engagement Leadership



AUTHENTICITY

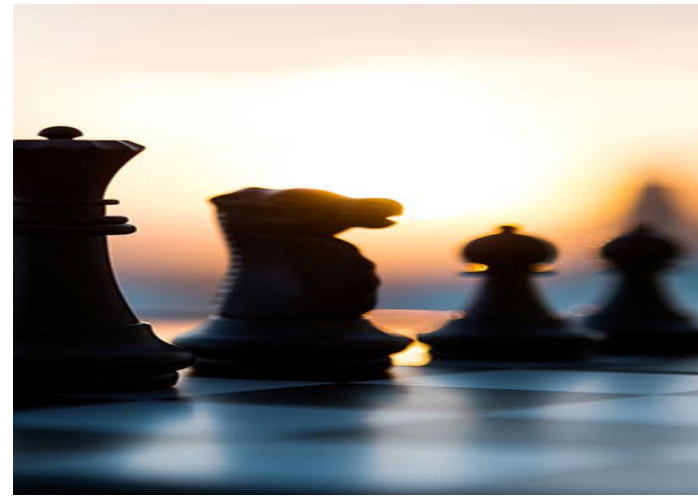
Jennifer Budinsky, Customer Experience,
Recognition and Engagement Leadership

Personalization Strategies to Retain Best Employees:



- 1. Build a dynamic company culture.**
- 2. Set clear expectations and empower employees to exceed them.**
- 3. Highlight your company's social impact**

Keys to Attracting and Retaining Clients:



- 1. Communicate as humans do.**
- 2. Know your clients.**
- 3. Make the most of user complaints.**
- 4. Keep in touch.**
- 5. Earn your clients' trust.**
- 6. Focus n Inbound Marketing**

