

# Employee Experience Services 2020

HR Transformation and Strategy

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Excerpt for Infosys

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Whether forced or fluid, customers change—all of them. And companies must place people first, not only to change with them but also to unleash the enterprise. It's not about a framework per se, *but a mindset* to re-engage your culture and empower people to break silos, drive experimentation, and advance business delivery.

—*Phil Fersht, CEO & Chief Analyst, HFS Research*

# CONTENTS

1

Introduction

4

2

Definitions and Executive Summary

10

3

Research Methodology

14

4

Market Summary—Key Takeaways

18

5

Top 10 Results: Employee Experience Services 2020

21

6

Participant Profile

25

7

About the Authors

27

# Introduction

- The world of HR services has radically shifted from providing benefits, compliance, and payment processing to hosting a breadth of solutions, including HR modernization, workforce planning, and skilling. It's a tall order within a multigenerational and increasingly diverse global workforce and a growing imperative to do more with less.
- At the same time, companies have been putting customer experience (CX) at the forefront to stay relevant, fend off disruption, drive consistent improvement to their balance sheets, and, of course, delight customers.
- The rise of employee experience (EX) is the catalyst driving competitive advantage and deeper engagement across personal, social, and organizational domains. With an imperative for people, HR leaders are driving EX within the HR function and in concert with leadership across the organization.

# Introduction



According to MIT Center for Information Systems Research, companies that score in the top 25% of employee experience achieve 2x the customer satisfaction, 2x the innovation in terms of percent of revenues from new products and services, and, ultimately, 25% greater profitability.<sup>1</sup>



According to a Gallup survey of 1.8 million employees, team members with higher levels of engagement

- produce substantially better outcomes
- treat customers better and attract new ones
- are more likely to remain with their organization than those who are less engaged.<sup>2</sup>

<sup>1</sup> EX needs to play catch-up with CX | Avenade Insights | June 3, 2019

<sup>2</sup> 4 Factors Driving Record-High Employee Engagement in U.S. | Gallup | Feb 4, 2020

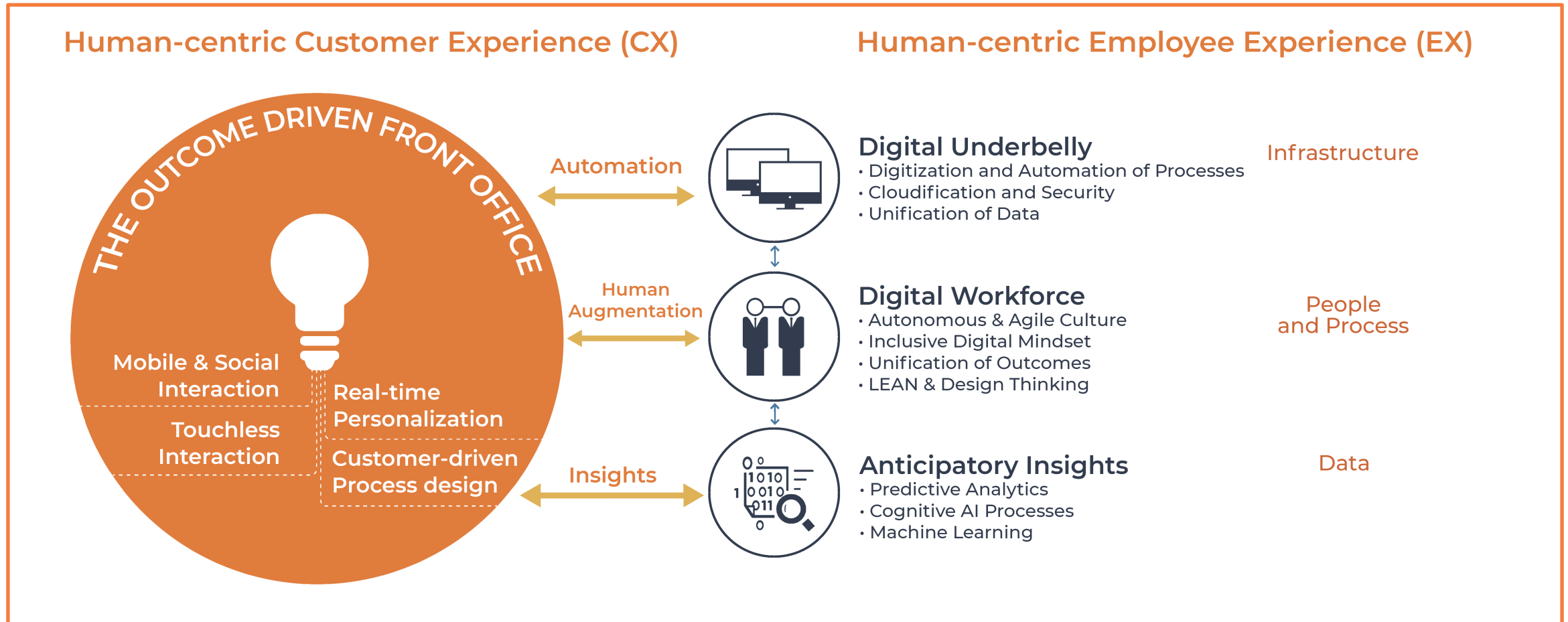
# Introduction

- This research examines how consultants and service providers are evolving their practices to support the rapidly changing dynamics of employee experience and HR services within the context of a OneOffice organization.
- OneOffice is a vision for aligning business operations and workforce interactions across an adaptive, digital environment. **At its core, the OneOffice experience is about making customer, employee, and partner experiences the heart of the strategy** across the organization. This is our vision for the future of business operations.

# HFS OneOffice™ Experience

*Our bodies are meant for vitality, and so is our business.*

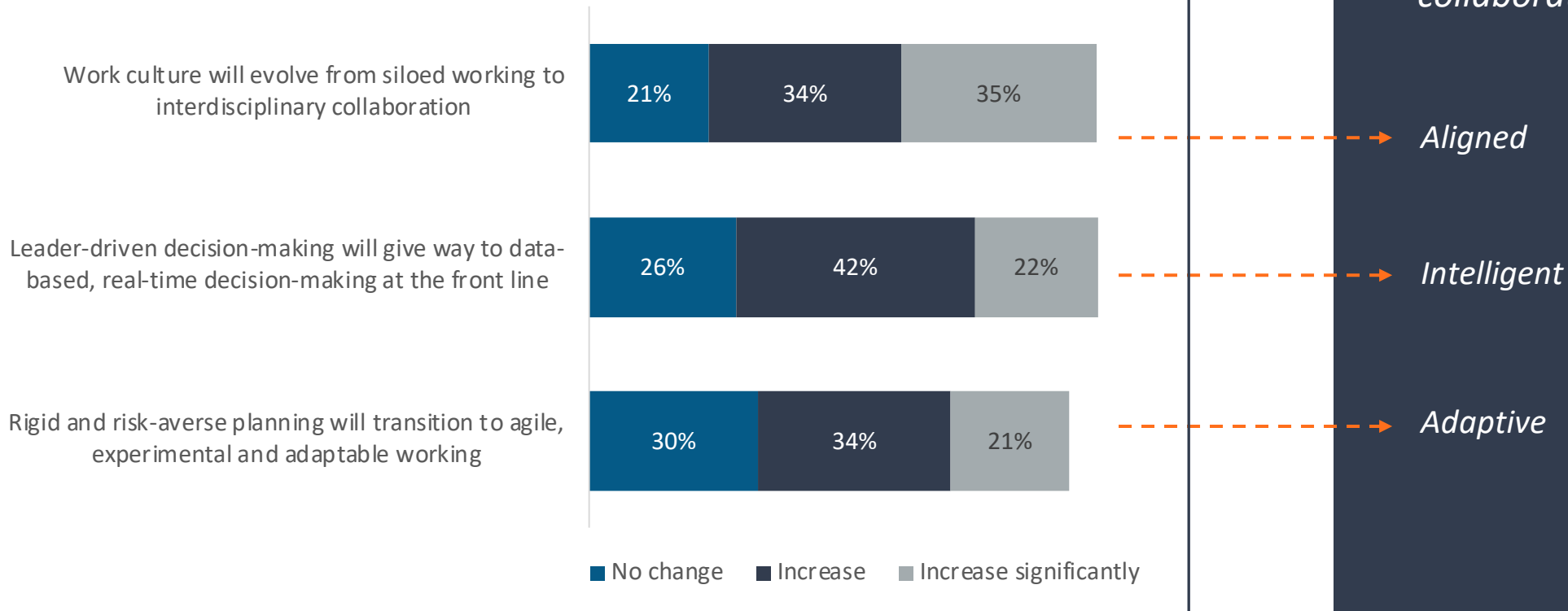
The OneOffice™ experience occurs when the organization's infrastructure, people, processes, and intelligence mature into **one integrated system** to delight customers and deliver on its purpose.



# HFS OneOffice Experience

A OneOffice organization aligns business operations and workforce interactions across an adaptive, digital environment.

*To what extent will the following be accelerated as a result of COVID-19*



**Flattening the enterprise:**  
69% of executives believe work culture will evolve from siloed working to interdisciplinary collaboration.

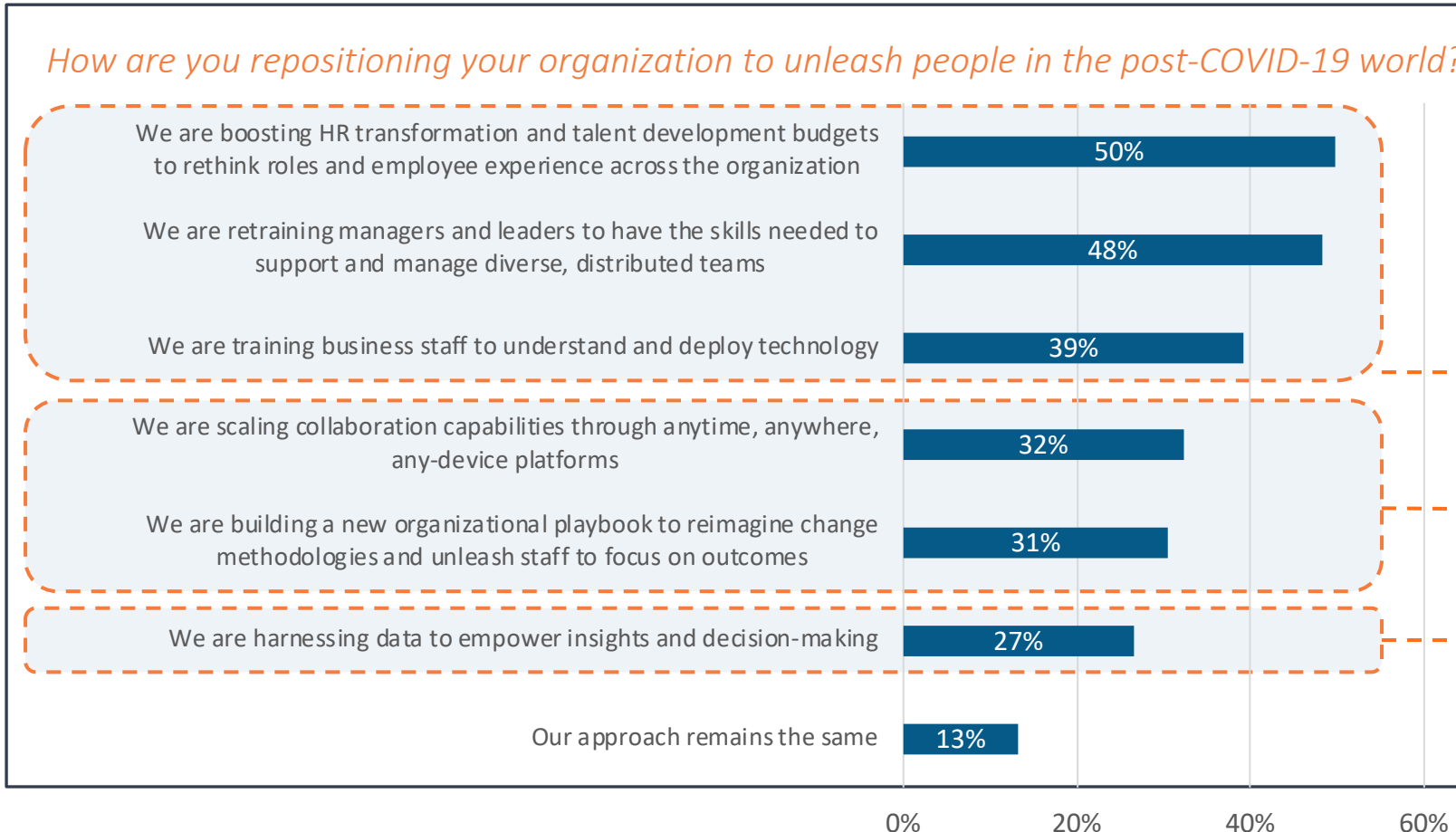
Sample: 400 executives across Global 2000 enterprises  
Source: HFS Research 2020



# HFS OneOffice Experience

A OneOffice organization aligns business operations and workforce interactions across an adaptive, digital environment.

*How are you repositioning your organization to unleash people in the post-COVID-19 world?*



**Placing bets on people:**  
50% of executives are boosting HR transformation and talent development budgets to rethink roles and employee experience across the organization.

→ Aligned

→ Adaptive

→ Intelligent

Sample: 400 executives across Global 2000 enterprises  
Source: HFS Research, 2020



# Definitions and Executive Summary

# Employee experience services, defined

Business leaders are readily recognizing that successfully driving engagement, productivity, and change requires the ability to bring people, process, and technology together in a fluid and meaningful way.

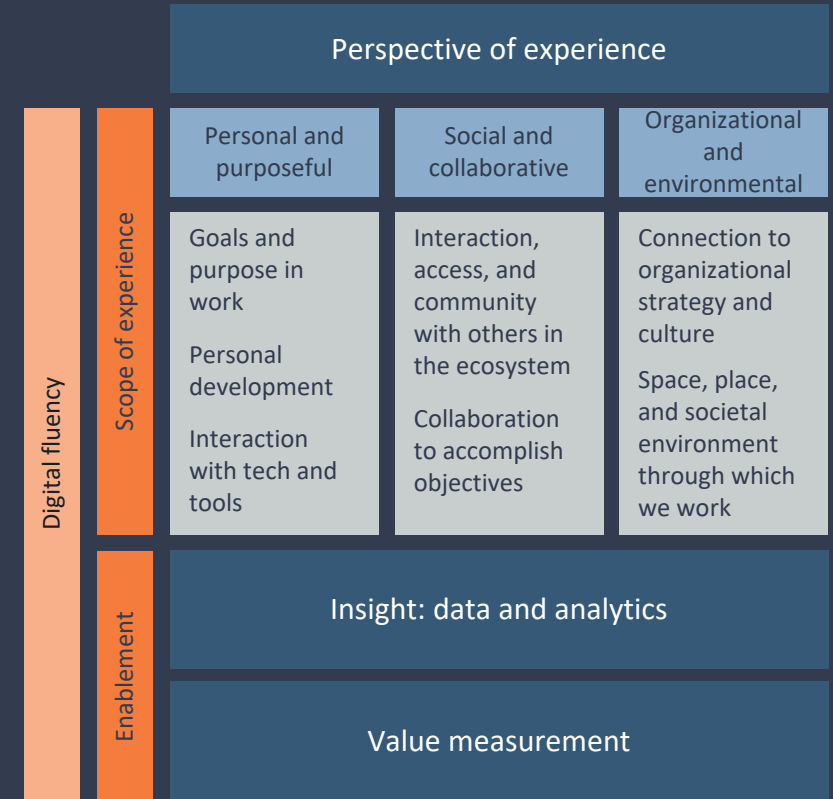
**What are employee experience (EX) services?**  
 In this research, we define employee experience services as the ability for a service provider to connect its clients' workforces to strategic initiatives across three perspectives:

- Personal and purposeful
- Social and collaborative
- Organizational and environmental



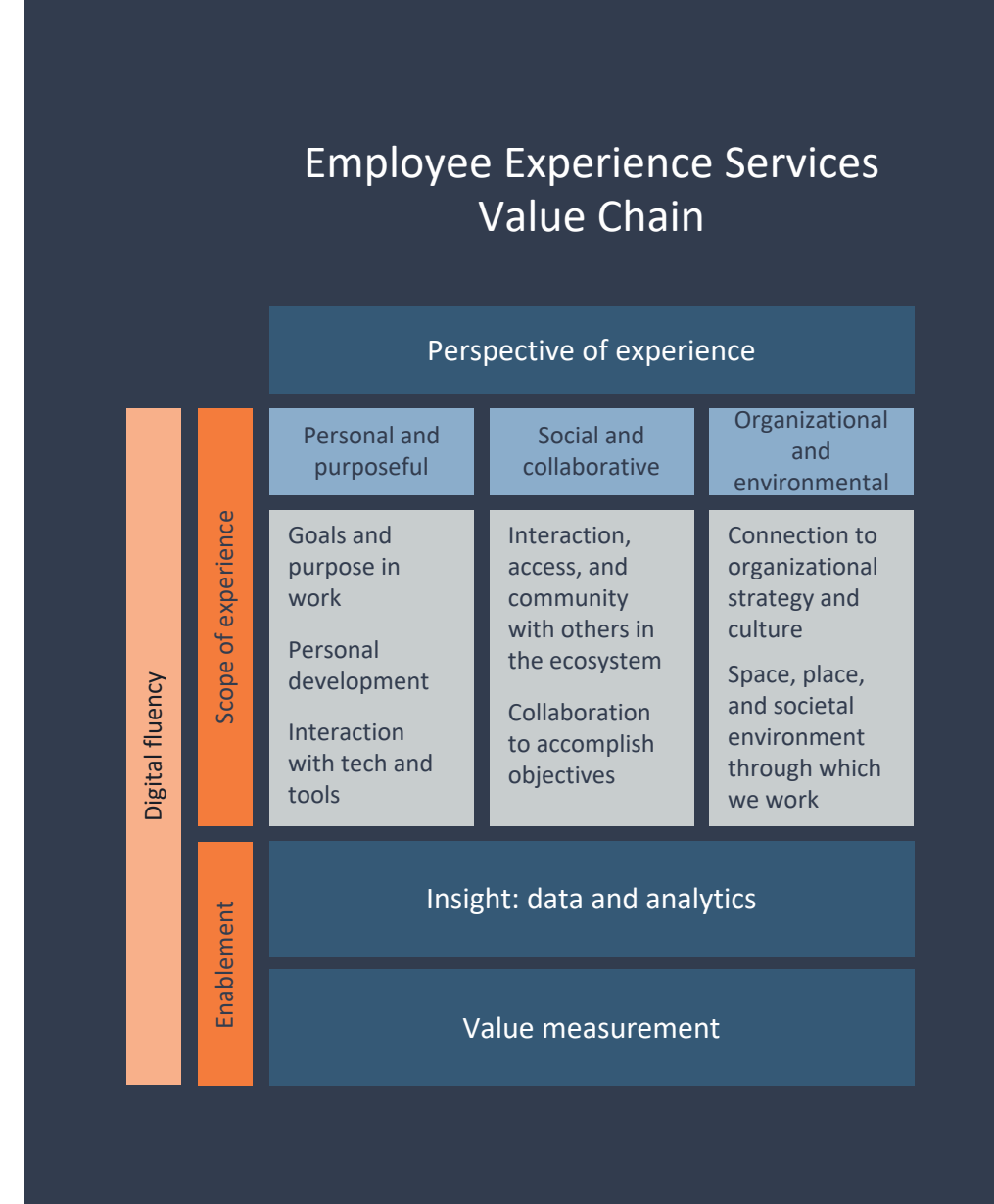
**Data-centric and measurable:** Employee experience services are rooted with data and analytics to provide both insight and measurement—identifying levers to pull for impact and establishing quantifiable ROI.

## Employee Experience Services Value Chain



# Executive summary

- Value measurement and articulating ROI:** Providers are making great strides to articulate the value of investments in EX—at a time when cost management and doing-more-with-less are imperative. By targeting the right mix of services, organizations can achieve cost savings while expanding capabilities and improving experience. Experience data, or “X-data,” provides a critical link between the three perspectives of experience and the ability to determine what levers to pull.
- Digital fluency and the employee experience with technology:** Digital fluency is the ability to drive seamless interplay between business and technology. To date, technology has primarily been described as a *tool*, but technology is truly a functioning member of the *team*. Harnessing the power of digital and human talent is a prerequisite for future-forward organizations—directing the digital workforce to do the heavy lifting while enabling people to deliver on purpose through personal, collaborative, strategic, and environmental perspectives.



## Executive summary

**2020 and the human experience:** Driving the people agenda today requires organizations to embrace a much broader definition of employee experience to encompass the *human* experience. 2020 has unleashed two critical areas that have both solidified the intrinsic value in experience management and driven employee experience, human experience, and human *value* to the forefront:

**Health and wellness:** The pandemic has been the burning platform for digital transformation *and* a platform where the health, safety, and wellbeing of an organization's people cannot be underestimated or ignored. In addition, the mass mobilization of people to a work-from-anywhere environment has opened a new set of considerations for connectivity and experience across perspectives.

**Diversity and inclusion:** Black Lives Matter and the global demonstrations for social justice have awakened organizations and their people to root out racial bias and inequality—and take steps to open dialogue and to further actions that instill truly diverse and inclusive cultures.

If not us, then who?

If not now, then when?

*John Lewis, American Civil Rights icon  
and former US Senator*

Investing in human beings goes beyond paying them well and offering them a great place to work. It also means treating them like human beings. Understanding that they, like all people, have ambitions and fears, ideas and opinions and ultimately want to feel like they matter.

*Simon Sinek, The Infinite Game*



# Research and Methodology

# Advisors and service providers covered in this report



# Sources of data

This report relies on myriad data sources to support our methodology and help HFS obtain a well-rounded perspective on each of the participants in our study. Sources are as follows:



## RFIs and briefings

- RFIs—Each participating provider completed a detailed RFI
- Vendor briefings—HFS conducted briefings with executives from each provider



## Reference interviews and surveys

- HFS conducted reference interviews across current and former clients of participating providers for direct feedback on performance across execution and innovation
- Surveys were utilized by client references if preferred.



## Other data sources

- Public information such as white papers, websites, and press releases
- Ongoing interactions, briefings, virtual events, etc., with participants and their clients and partners



# Research methodology

This Top 10 research is based on a comprehensive analysis of employee experience (EX) services and solutions. Participating organizations have been assessed on the following three dimensions: Voice of the Customer, Ability to Execute, and Innovation Capability.



33%

## Voice of the Customer (VoC)

- Direct feedback from enterprise clients via reference interviews, surveys, and case studies critiquing provider performance and capabilities.



33%

## Ability to Execute

- Capabilities across the Employee Experience Services value chain (*p.11*) (30%)
  - Breadth and depth (17.5%)
  - Methodology and approach (17.5%)
  - Growth (17.5%) and scale (17.5%)
- Associated client reference data applied*



33%

## Innovation Capability

- Thought leadership (25%)
  - Strategy and vision (25%)
  - Internal IP and innovative solution combinations (25%)
  - Ability to deliver business transformation (25%)
- Associated client reference data applied*



# Market Summary— Key Takeaways

## Market summary—key takeaways

Employee experience breaks out of HR

Enterprise clients and services providers have made it clear that EX solutions must be embedded holistically across the entire organization. While CHROs are still key clients, providers are seeing a wide variety of other corporate leaders, including CFOs, CDOs, CIOs, and CEOs, who are at the table to drive workforce and transformation initiatives.

>> Notable providers for holistic EX solutions: EY, Deloitte

Providers must balance consulting, delivery, and managed services

Enterprise clients are reiterating one thing: They are looking for perspective and strong points of view to bring innovative ideas to the table. Clients want partners that help them think differently, present current best practices, and devise next-gen solutions with data solutions to identify the most pressing issues and opportunities.

- With too much focus on consulting, gaps may arise between advisory services and the realities of implementation.
- When provider services focus on consulting and implementation, gaps may arise between delivery and continuous modernization of services.
- As clients move away from managing multiple vendors to a sole-source environment, clients and providers should seek a balanced portfolio of consulting, delivery, and managed services to drive innovation and best practices throughout their partnerships.

## Market summary—key takeaways

### Powering the remote workforce

Powering the remote workforce is a critical capability that drives a deep partnership between HR and IT. Organizations are seeking to harness the right practices, culture, and experiences to drive productivity, engagement, collaboration, and inclusion through remote and hybrid environments. Concurrently, data security runs paramount for enabling the remote environment.

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### The skills agenda is top-of-mind

According to most participating providers, one of the foremost areas of focus for HR and buy-side organizations is understanding employees' current skills, matching skills to work, mapping the future-forward workforce, and reskilling for the future of work.

>> Notable providers focused on skills: IBM, Accenture, Mercer

>> Notable providers for delivering learning solutions: KPMG

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### Platforms as a pane of experience

Several providers have developed platforms to engage employees via a shared, digital platform, tailored to individuals and their unique perspectives, motivations, and needs and nudging behaviors while also providing metrics to understand experience gaps.

>> Notable providers with experience platforms: Infosys, PwC

>> Notable providers developing experience platforms: Hexaware



# Top 10 Results: Employee Experience Services 2020

# Summary of employee experience services advisors and providers in this report

Providers  
(alphabetical order)

HFS point of view

**Accenture**

Substantial technology-led advisory services to modernize HR and drive workforce experience

**Capgemini**

Noted provider for connecting strategy to technical solutions

**Deloitte**

Global transformation practice with embedded employee experience

**EY**

Holistic approach to extensive employee experience services, placing human value at the center

**Hexaware**

Provider with strong history and depth in HR services, now pushing into the experience arena

**IBM**

Skills ecosystem at the forefront of employee experience and digital transformation

**Infosys**

Tech-agnostic platform provides a single pane of experience tailored to the individual's unique needs

**KPMG**

Market depth and continued growth for managed employee learning services

**Mercer**

High growth in HR Transformation engagements since connecting HR advisory to growing digital practice

**PwC**

Leverages proprietary platform to link employee insight to return on experience

# HFS Top 10 Rankings: Employee Experience Services 2020

## Notable performances

### HFS Podium Winners

Top three providers overall across execution, innovation, and voice of the customer criteria

|  |   |   |  |   |   |   |   |   |
|--|---|---|--|---|---|---|---|---|
| <p>#1.</p>  |   |   | <p>#2.</p>  |   |   | <p>#3.</p>             |   |   |
| <p><b>Execution powerhouses</b><br/>Top three providers on execution criteria</p>            |   |   | <p><b>Innovation champions</b><br/>Top three providers on innovation criteria</p>              |   |   | <p><b>Outstanding voice of the customer</b><br/>Top three providers on voice of the customer criteria</p> |   |   |
| #1   | #2  | #3  | #1   | #2  | #3  | #1  | #2  | #3  |
|             |  |  |              |  |  |                        |  |  |

### Other notable top three performances

- **Mercer** ranked #1 for Growth: HR transformation-related consulting services generated record growth.
- **Infosys** ranked #2 for Thought Leadership, driven by strong client assessments of its ability to both provide future-forward insight and put it directly into practice.
- **Hexaware** ranked #3 for Voice of the Customer, Hexaware's client fan base will see it through its continued evolution of employee experience services.

# HFS Top 10 Rankings: Employee Experience Services 2020

| Rank | Overall HFS Top 10 position | Execution    |                   |                          |       |        |                   | Innovation         |                     |  |                                   |                    | Voice of the customer |
|------|-----------------------------|--------------|-------------------|--------------------------|-------|--------|-------------------|--------------------|---------------------|--|-----------------------------------|--------------------|-----------------------|
|      |                             | Capabilities | Depth and breadth | Methodology and approach | Scale | Growth | Overall execution | Thought leadership | Strategy and vision | Internal IP and innovative solution combinations | Ability to deliver transformation | Overall innovation |                       |
| #1   |                             |              |                   |                          |       |        |                   |                    |                     |  |                                   |                    |                       |
| #2   |                             |              |                   |                          |       |        |                   |                    |                     |  |                                   |                    |                       |
| #3   |                             |              |                   |                          |       |        |                   |                    |                     |  |                                   |                    |                       |
| #4   |                             |              |                   |                          |       |        |                   |                    |                     |  |                                   |                    |                       |
| #5   |                             |              |                   |                          |       |        |                   |                    |                     |  |                                   |                    |                       |
| #6   |                             |              |                   |                          |       |        |                   |                    |                     |  |                                   |                    |                       |
| #7   |                             |              |                   |                          |       |        |                   |                    |                     |  |                                   |                    |                       |
| #8   |                             |              |                   |                          |       |        |                   |                    |                     |  |                                   |                    |                       |
| #9   |                             |              |                   |                          |       |        |                   |                    |                     |  |                                   |                    |                       |
| #10  |                             |              |                   |                          |       |        |                   |                    |                     |  |                                   |                    |                       |





# Participant Profile

# Tech-agnostic platform provides a single pane of experience tailored to the individual's unique needs

| Dimension  | Rank |
|--|------|
| HFS Top 10 position                              | #5   |
| Overall Execution                                | #8   |
| Capabilities                                     | #5   |
| Depth and breadth                                | #9   |
| Methodology and approach                         | #9   |
| Scale  | #8   |
| Growth   | #7   |
| Overall Innovation                               | #5   |
| Thought leadership                               | #2   |
| Strategy and vision                              | #4   |
| Internal IP and innovative solution combinations | #5   |
| Ability to deliver transformation                | #8   |
| Voice of the customer                            | #7   |

| Strengths   |  | Opportunities   |
|---|--|---|
| <ul style="list-style-type: none"> <li><b>Investment in developing IP:</b> Infosys has always focused on turning its services into IP; with many services start as internal initiatives and then scale to over 242,000 employees (FY 20). While Infosys is not a traditional HR services company, it has successfully moved into learning, talent, and experience services based on its own credentials, experience, and ethos. In addition to its internal learning platform Lex, now marketed to clients as Wingspan, its Live Enterprise platform was initiated as an internal investment. Other IP examples embedded within services include the firm's hybrid cloud management platform and microservices acceleration platform.</li> <li><b>Major investment in localization:</b> Infosys has developed a clear localization strategy that is driving major investment in nearshore and onshore delivery options. Infosys is growing its nearshore presence by developing innovation labs and talent hubs in key geographic regions to support its main delivery centers. Additionally, Infosys has continued to contribute to its perception as a global services company with focused employee growth in the US.</li> <li><b>Wongdoody and Brilliant Basics acquisitions:</b> Infosys is leveraging its expanding digital design footprint to benefit clients with creative, branding, and experience capabilities. Client references highly regarded its ability to collaborate, test ideas, and push the thinking forward for key initiatives.</li> </ul> |  | <ul style="list-style-type: none"> <li><b>Perception of tactical implementer:</b> Clients have a history of viewing Infosys as a tactical implementer. Infosys can be more proactive in promoting its consultative capabilities. One client said that Infosys has "been very supportive and inventive when asked for solutions."</li> </ul>   |
| Partnerships, alliances, and IP   | Initiatives, solutions, and methodologies  | Engagements, geography, and key clients   |
| <p><b>Partnerships:</b></p> <ul style="list-style-type: none"> <li><b>ServiceNow:</b> Gold Partner for Sales and Delivery for case management capabilities</li> <li><b>SAP:</b> Global Strategic Services Partner for enterprise ERP capabilities</li> <li><b>Adecco:</b> For gig economy capabilities</li> <li><b>Leading management consulting firm:</b> For talent strategy capabilities</li> <li><b>Oracle:</b> Platinum Partner and Cloud Elite Partner for HR ERP</li> <li><b>BDO:</b> for HR services and payroll</li> </ul> <p><b>Internal IP:</b></p> <ul style="list-style-type: none"> <li>Live Enterprise Architecture &amp; Suite</li> <li>InfyMe</li> <li>Launchpad</li> <li>Wingspan</li> <li>Meridian</li> <li>Experience Configurator</li> </ul>   | <p><b>Live Enterprise:</b> Infosys' proprietary platform helps clients to function as digital natives when the enterprise gets deterred by their complex IT landscapes. The Live Enterprise Suite enables enterprises to accelerate digital transformation so they can drive intuitive decisions, build responsive value chains, and deliver perceptive experiences, all at scale within a modular or holistic solution.</p> <ul style="list-style-type: none"> <li><b>Live Enterprise Experience Configurator:</b> Through complex, data-rich capabilities, the Experience Configurator is the backbone and accelerator behind the configurable, adaptive Live Enterprise platform.</li> </ul> <p><b>Infosys Wingspan,</b> known internally as Lex and used by 233,000 employees in FY20, is a cloud-based talent and learning experience platform to enable anytime, anywhere, any device with learning tailored to each employee.</p> | <p><b>Percentage of HR transformation and strategy services engagements:</b><br/>           20%: Consulting only<br/>           80%: Consulting and implementation<br/>           0%: Managed services</p> <p><b>Top three services for HR transformation and strategy (by revenue):</b><br/>           1: Skilling and training<br/>           2: Automation, digitization, augmentation<br/>           3: Omni-channel communications strategy and platforms</p> <p><b>Geographic footprint of clients:</b><br/>           61.5%: North America<br/>           24.1%: Europe<br/>           11.8%: Rest of the World<br/>           2.6%: India</p> <p><b>Key clients include:</b><br/>           FMCG giant, global oil and gas enterprise, global beverage enterprise, US motorcycle manufacturer, global automobile manufacturer, global consumer electronics enterprise, multinational retail corporation, global European bank, leading defense aero manufacturer, leading cosmetics and lifestyle retailer, leading IT services organization, large communications service provider</p> |



# About the Authors

## HFS Research authors



**Phil Fersht**

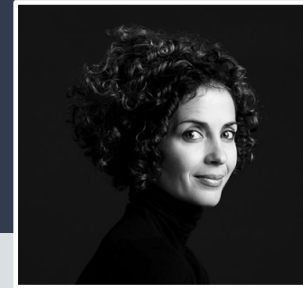
CEO and Chief Analyst

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Phil Fersht is globally recognized as the world's leading independent analyst covering the alignment of business operations and technology, spanning two decades. He has a reputation for calling out the big trends, unafraid to share his honest views.

Fersht coined the terms the "OneOffice" and the "Hyperconnected Economy" which describe HFS Research's vision for future business operations amidst the impact of automation, AI and disruptive digital business models. In 2012, he authored the first analyst report on Robotic Process Automation (RPA), introducing this topic to the industry and is widely recognized as the pioneering analyst voice that has driven the evolution of the RPA industry.

Prior to founding HFS in 2010, Phil has held various analyst roles for Gartner (AMR) and IDC and was BPO Marketplace leader for Deloitte Consulting across the US, UK and Asia/Pac.



**Sarah Little**

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Sarah Little is Director, Content and Strategy, CEO's Office, focusing on big industry themes such as leadership, culture, employee experience, and skills for the future of work. Sarah joined HFS in 2012 and has worked across functions and roles, currently supporting the CEO on key projects for both HFS Research and clients.

Sarah holds a Bachelor of Arts degree in Digital Media Studies from the University of Denver, starting her career in programming and software development. She resides in Dallas, TX with her family.

## About HFS Research

The HFS mission is to provide visionary insight into major innovations impacting business operations, including: automation, artificial intelligence, blockchain, Internet of things, digital business models, and smart analytics.

HFS defines and visualizes the future of business operations across key industries with our Digital OneOffice™ Framework.

HFS influences the strategies of enterprise customers to help them develop OneOffice backbones to be competitive and to partner with capable services providers, technology suppliers, and third-party advisors.

Read more about HFS and our initiatives on [www.HFSresearch.com](http://www.HFSresearch.com) or follow [@HFSResearch](https://twitter.com/HFSResearch).

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