3 WAYS COGNITIVE TECHNOLOGIES CAN IMPROVE EMPLOYEE EXPERIENCE

We live in a multi-device, multi-channel world where consumers move effortlessly from laptop to mobile phone to voice assistant to chat app and more. Make no mistake: Your employees expect the same elegant, consumer-like experiences at work, too. Yet too many companies are stuck using antiquated IT and HR systems that create inconsistent, incomplete, and ultimately dissatisfying employee experiences.

This is a big problem: A top-notch employee experience helps attract and retain the best people—and helps them be as productive as possible in their jobs. Employee experience has become a major priority in recent years: 84 percent of organizational leaders and professionals surveyed by Deloitte rated employee experience as an important issue, but only 9 percent believed they were highly prepared to address it. In addition, only 38 percent were satisfied or very satisfied with their work-related tools and technology.

Attract and Retain the Best People: Why Employee Experience Is a Top 2019 Business Initiative

Employee experience is increasingly a competitive differentiator. This issue is gaining urgency around hiring and retaining talent, especially as younger generations move into the workforce. Millennials now make up 35 percent of the U.S. workforce—surpassing Gen-Xers and Baby Boomers—according to a Pew Research Center analysis. When evaluating a potential employer, 71

percent of Millennials in a [CompTIA study](#) said that an organization's embrace of technology and innovation is a factor. Moreover, professionals across every generation are increasingly using modern technologies: [Gartner predicts](#) that 25 percent of digital workers will use virtual employee assistants daily by 2021, rising quickly from the current 2 percent in 2019.

If your company's workforce has to send an email to request service—and then wait a day or two for an agent to respond—that's simply not going to cut it. Ditto for phone-only interactions with the help desk, which overtax your agents as ticket volumes rise and lead to frustrating outcomes and dissatisfied customers. Whether an employee is submitting vacation time to HR or logging an IT help desk ticket or requesting facilities support, accurate and rapid resolution is crucial to an elite employee experience.

Ways You Can Improve Your Employees' Experience

Fortunately, there's a better way: By embedding cognitive technologies and automation into your organization's service portfolio, you boost employee experience while keeping costs under control. Here are three examples of how greater cognitive capabilities and automation make a difference:

1. **Consumer-like self-service:** Employees can get service or information any way they want, via web, mobile, SMS/text, social, or intelligent chatbots.
2. **Cognitive automation:** By leveraging the power of AI and chatbots, your workforce gets what it needs quickly, leading to higher levels of satisfaction.
3. **A single, unified experience:** Get rid of service and data silos with a single catalog of services and information across the organization that extends to other departments like HR, without extra burdens on IT.

How BMC Helix Can Help

To access these benefits, tap the power of BMC Helix, an end-to-end platform that delivers Cognitive Service Management for the modern workforce.

Powerful and flexible solutions like [BMC Helix Digital Workplace](#) enable you to deliver easy-to-use, intelligent, consumer-grade experiences wherever, whenever, and however your employees want to work, from their first day on the job.

With [BMC Helix Business Workflows](#), you extend these capabilities throughout the organization. This transforms and scales the way you deliver service to lines of business, including HR, without burdening the IT team with additional manual effort.

By unlocking the potential of AI and automation, BMC Helix improves employee productivity and engagement and reduces costs—and becomes a foundation for a [better employee](#) experience.

The modern workforce expects consumer-like experiences at work across all of their devices and apps.

Employee experience takes a hit when they get clunky, siloed service instead.

Step into the future of work, the BMC Helix way. **Learn more about** [BMC Helix Digital Workplace](#).