

Transformation of the working environment in the evolving digital work environment

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Problem Statement

The increasing trend towards digitalization and remote working has significantly altered the traditional work environment, leading to a shift in how employees perceive their work. However, the extent to which these changes impact employee retention and their sense of belonging to the company remains uncertain. It is crucial to determine the measures that can be taken to promote and leverage the positive effects of these changes towards a more flexible work environment. Therefore, there is a need to investigate how these changes affect employee retention and identify strategies to maintain a sense of belonging to the company while taking advantage of the benefits of digitalization and remote working. To design an innovative concept for employee recruitment and retention in times of digital work and develop a tool to monitor and report employee engagement and satisfaction within the company.

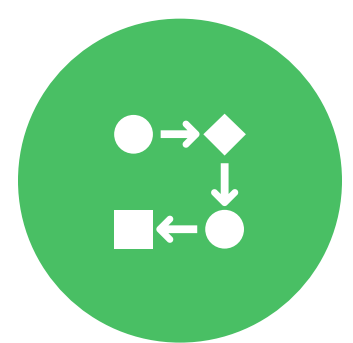
Tasks



Analyze the change for companies towards a more digital work environment



Design an innovative concept for employee recruitment and retention in times of digital work



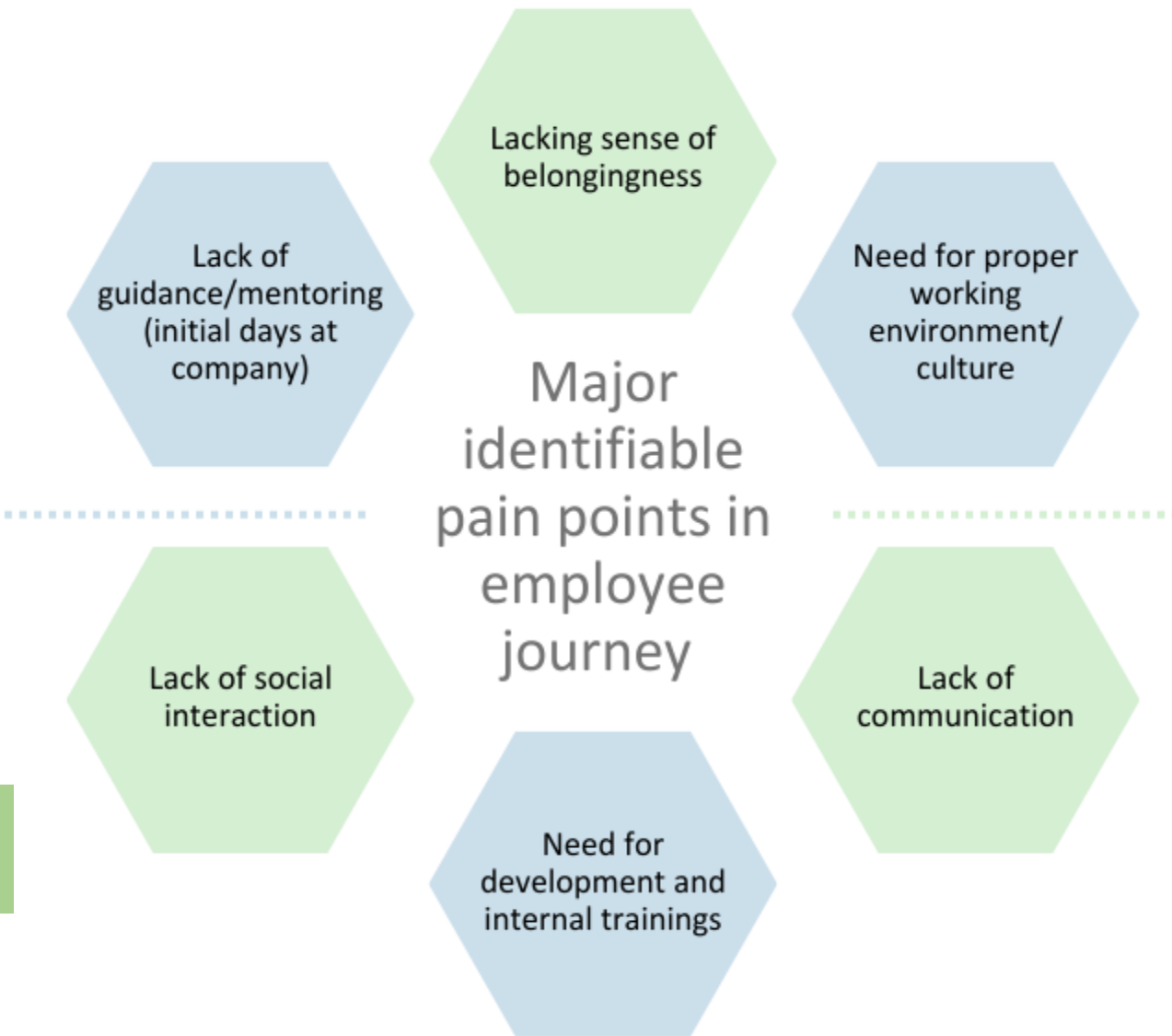
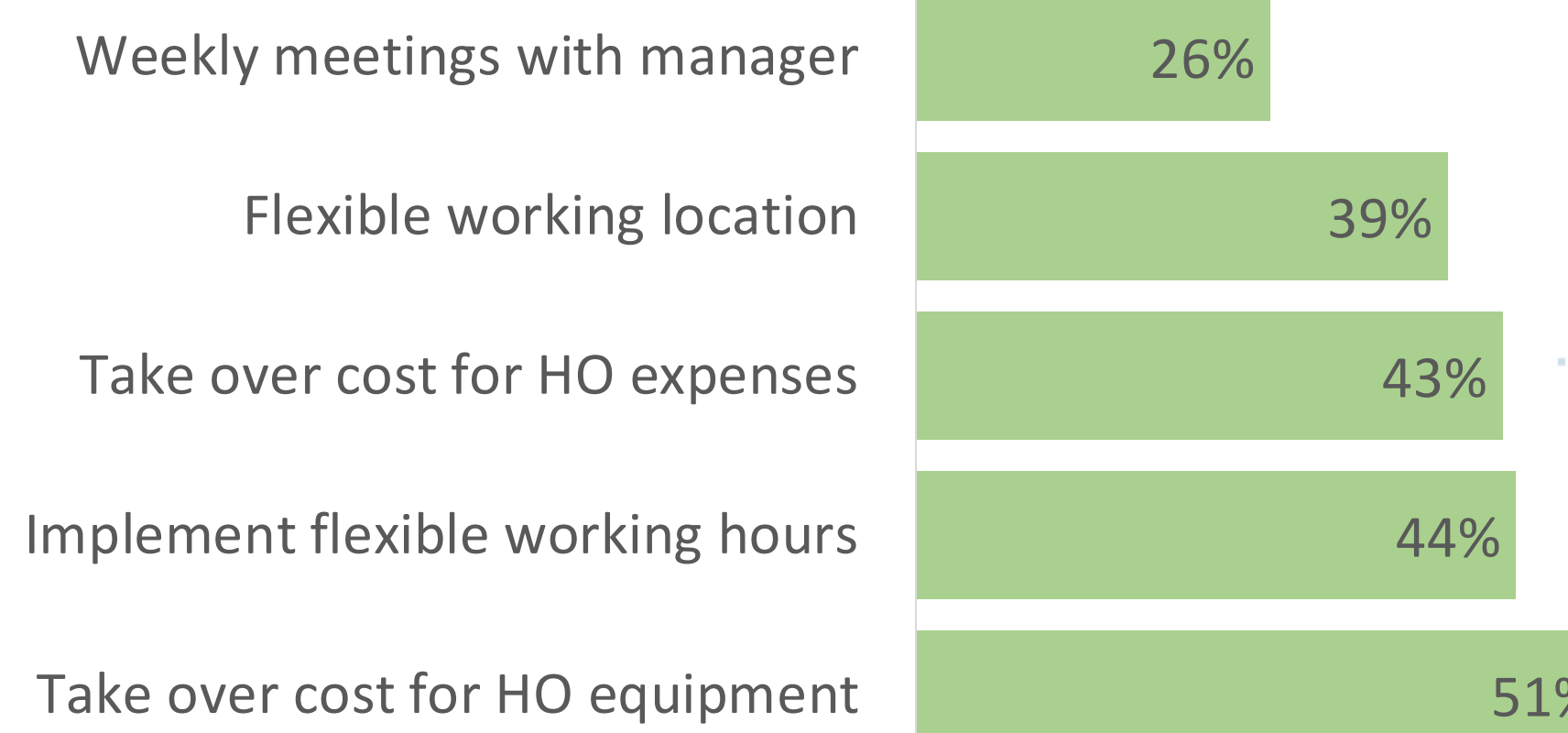
Develop a system/tool to monitor and report the shift in employee life cycle within a company



Implement a cost-benefit analysis of the employee and retention concept

Facts and Findings

How companies can increase employee happiness*



*Reference: Stand der hybriden Arbeit 2022: Deutschland (owllabs.de)

Proposed Solution

1 Pain Point

- Lacking sense of belongingness
- Lack of guidance/mentoring (initial days at company)
- Need for development and internal trainings

Solution

- Gamification of onboarding steps for new employees
- Tracking of completed/upcoming milestones
- A tool to track personal achievements/goals
- Virtual assistant for onboarding new employees
- Initial touch point for necessary tools and guides during initial days at the company
- Integration of various other tools possible
- Standardized but customizable development path

Onboarding Milestone Tracker

Benefits

- Keep a track of employee progress
- Pro-active participation of employees due to rewards eventually leading to faster and effective on-boarding
- Adapting SOP and hence lowering the time, efforts and costs involved in on-boarding new employees

Costs

- Labor and training costs (one-time costs)
- Management efforts
- Employee time consumption
- Costs incurred in maintaining the data base
- Infrastructure costs (server hosting, cloud storage, licenses, data management)

2 Pain Point

- Lack of guidance/mentoring (initial days at company)
- Lack of communication

Solution

- Keep a track of employee satisfaction and happiness
- Can be used to figure out learning curve, motivation, engagement and expectations of the employee
- Provide employee insights and hence can be used align company's interest with that of employees'

Mood-O-Meter (Weekly Survey)

Benefits

- Better employee satisfaction and sense of belongingness right from the beginning
- Increased employee retention rate

Costs

- Employee time consumption
- Management efforts
- Costs incurred in maintaining the data base
- Infrastructure costs (server hosting, cloud storage, licenses, data management)

3 Pain Point

- Lack of social interaction
- Need for proper working environment/culture

Solution

- Tool to keep a track of all the events happening in the company (location based calendar events)
- A tool to make socializing among the employees as easy as it can get
- Option to join as well as organize social events for employees
- Some events from the Evendar can be integrated into milestone tracker to ensure new employee does not miss out on events

Evendar (Event Calendar)

Benefits

- Keep a track of employee progress
- Better employee satisfaction and sense of belongingness right from the beginning

Costs

- Costs incurred in maintaining the database
- Infrastructure costs (server hosting, cloud storage, licenses, data management)
- Management efforts