





Executing a Compelling Employee Experience Strategy



Learn from your peers with Gartner case studies and best practices

Explore tested approaches from 120+ HR case studies across industries and regions.

Gather proven best practices to build your strategies.

-  Make informed decisions with current, objective insights.
-  Gain a competitive edge with forward-thinking expert analysis.
-  Review real-life examples of how organizations are executing proven practices.
-  Benchmark against peers with robust Gartner data.

Learn from peers with Gartner's case studies and best practices



A "Moments That Matter" Experience Strategy

Overview

To build a shared understanding of the organization's employee experience strategy, Rich's implemented a "Moments that Matter" approach in the design, action-planning and communication of efforts to improve the employee experience. This approach drove engagement by empowering employees to identify and define key experiences they wanted to have and building partnerships between HR and business leaders that facilitated action planning to improve those experiences.

Solution Highlights

- **Co-Created "Moments That Matter":** Establish a universal, precise understanding of the organization's experience strategy by co-creating "Moments That Matter" with a global and cross-functional cohort of employees.
- **Integrated Employee Experience Listening:** Pulse on employee experiences, engagement, and change initiatives simultaneously to allow stakeholders to understand mutual influences between business changes and the employee experience.
- **Experience Survey Discussion Toolkit:** Help employees feel heard by empowering leaders to discuss survey results with their teams using the shared language of "Moments That Matter."
- **Expert-Guided Action Planning:** Support managers to act on employee experience data by providing tailored action planning guidance for their priority moments based on proven, customized and measurable actions.

About Rich's Products

Industry: Food and Beverages Manufacturing
Headquarters: Buffalo, USA

Revenue: \$3.8 Billion USD (2017)
Employees: 11,000 (2017)



Lynne McFarland
VP, Associate
Experience and Culture

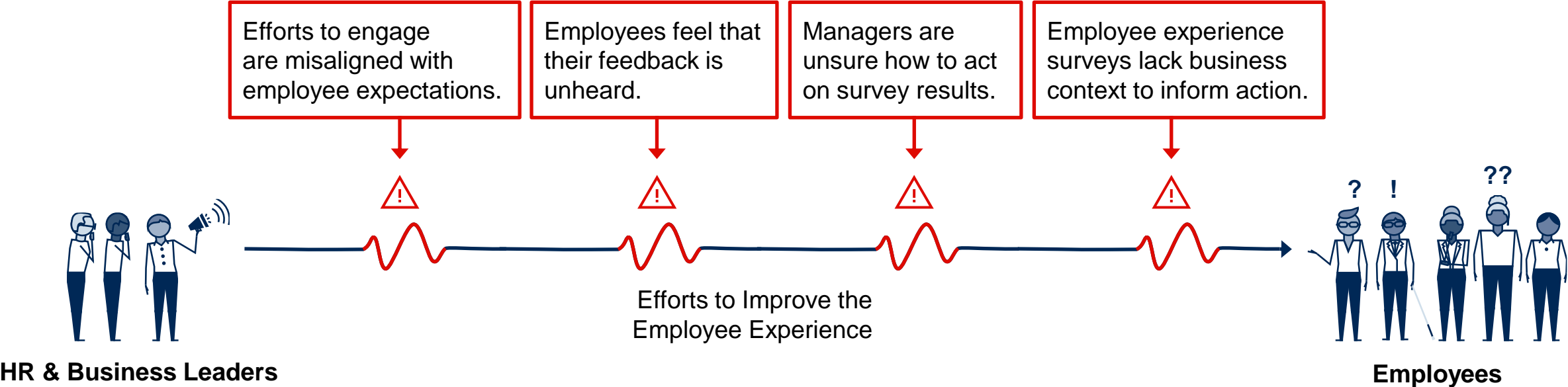


Seema Malyavantham
Director, Voice of
Associate



Employee Experience Strategy Fails to Resonate

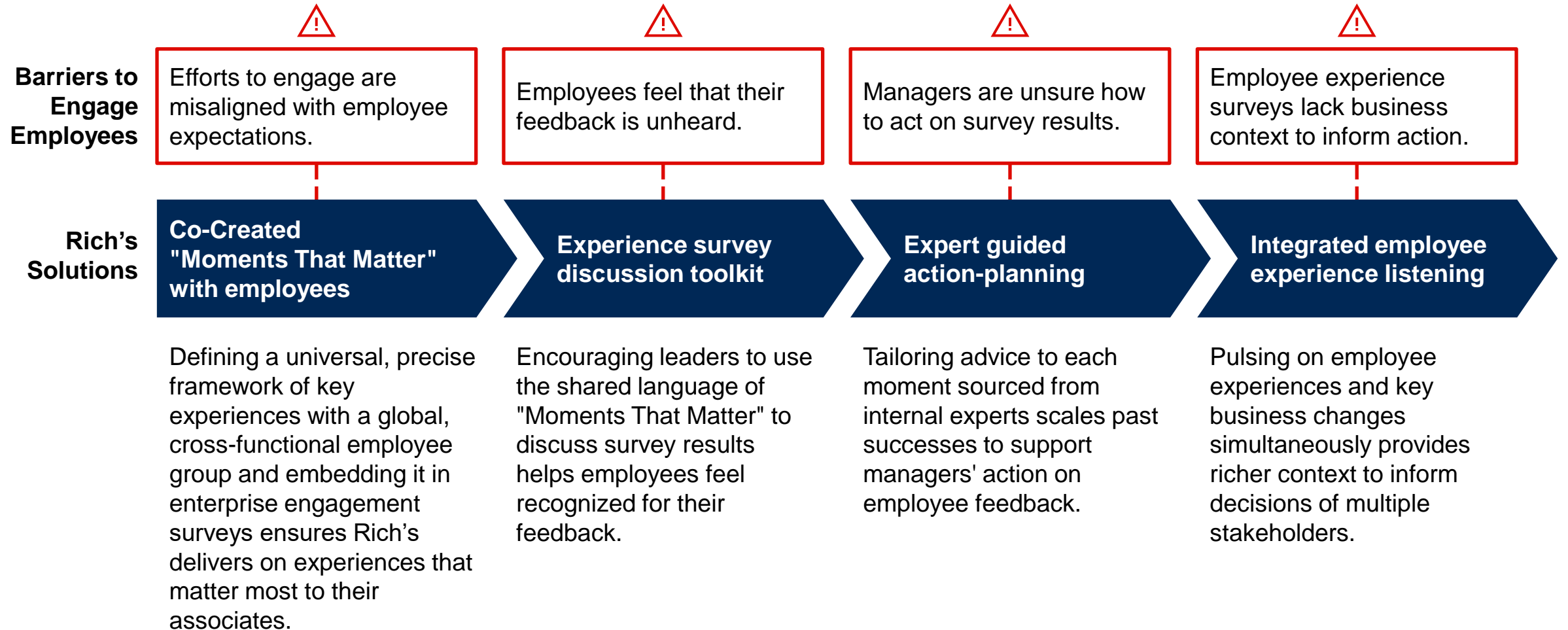
Organizations Struggle to Communicate Efforts to Improve Employee Experience and Engagement
Illustrative



Source: Adapted From Rich's Products

A "Moments That Matter" Experience Strategy

Using a Shared Language for Employee Experience to Drive Engagement



Source: Adapted From Rich's Products

Co-Created "Moments That Matter" (MTM)

Gather Employee Feedback to Create a Universal and Precise Experience Framework

Employee Co-Creation Group Activities:

- 1 Select MTMs provided by HR that are comprehensive of the employee journey and generate strong emotions.
- 2 Revise MTM definitions to ensure they are articulated simply and authentically to employees' experience.
- 3 Rank MTM by their importance and refine framework to reflect the most salient moments.



Representative **Cross-functional** and **Global** Employee Co-Creation Group

Rich's "Moments That Matter" and Key Experience Definitions:

Employees help define experiences that make each moment feel exceptional, allowing Rich's to establish a **universal measure** of engagement success.



Source: Adapted From Rich's Products

Experience Survey Discussion Toolkit

Provide Leaders With Tools to Communicate and Discuss Survey Results

Illustrative



Team Survey Discussion

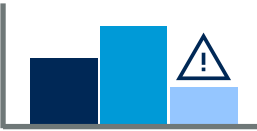
Rich's **empowers leaders** to discuss engagement results with their team using the shared language of "Moments That Matter".

PPT — "Moments That Matter" Survey Results

Moments Headlines

- <highlight moments of strength for the team>
- <highlight moments for improvement>

Survey Results



"Moments That Matter"

Leader Actions:

- Export data from engagement survey dashboard into slide.

Talking Points:

- The goal is to understand the "Moments That Matter" to you and how those impact your experience.
- Rich's will continue to develop empowering, positive experiences leading to more highly engaged workforce.

Employee Discussion Questions:

- What stands out to you in the results?
- Where might areas of opportunity be?

Source: Adapted From Rich's Products

Expert Guided Action Planning Resource

Rich's Process to Provide Action Planning Guidance Sourced From Moments-Dedicated Leaders
Illustrative



Principles for Creating Manager Guidance

- 1 Scales Actions from Past Successes
- 2 Customized to Rich's Culture
- 3 Drives Measurable Impact

Self-Service Manager Guidance Module

⚠ Manager-Selected Moment Priority:

Survey Results

“Moments That Matter”

Suggested Actions:

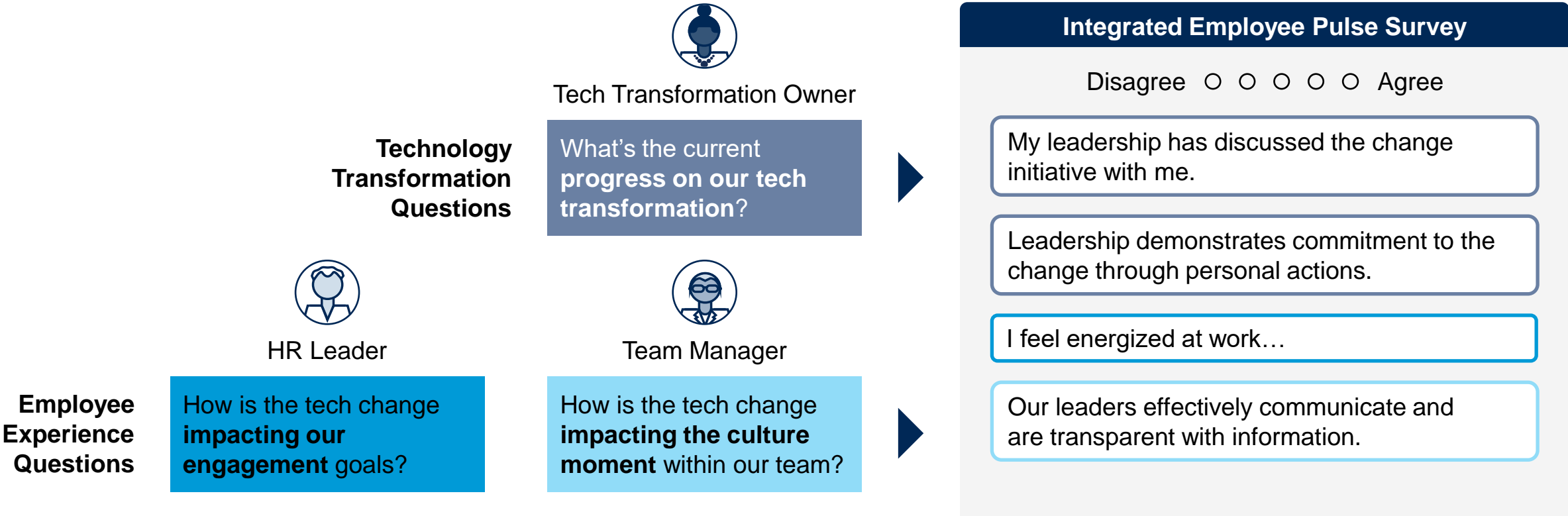
- + Drive associate alignment by clarifying expectations
Translate key leadership communication into context for team
“I commit to dedicating x time in each team meeting to discuss...”

Internally sourced guidance helps ensure that suggested actions **consider internal realities** and is practical for managers to act on.

Integrated Employee Experience Listening

Combine Measurement of Employee Experience with Pulsing on Business Priorities

Illustrative



Rich's technology transformation initiative is a critical priority for the organization. The integrated pulse survey helps **multiple stakeholders** understand the **mutual influences** between key business changes and the employee experience.

Source: Adapted From Rich's Products



"Moments That Matter" Strategy Drives Outcomes

Rich's Results Since Adopting New Experience Strategy



Consistently Strong Engagement

Increased Engagement Score

Ninety-seven percent of surveyed employees agree that Rich's is heading down the right path with its employee experience using a "Moments that Matter" framework.



Growing Stakeholder Partnership

Increased Stakeholder Enthusiasm

Since implementation of the action planning module, the vast majority of leaders have selected moments to prioritize and act on. HR leaders at Rich's have also observed an increase in requests for additional employee experience pulses and focus groups to regularly monitor progress on "Moments that Matter".

Stakeholder Feedback

"Continually listening to our associates on the Moments That Matter has enabled us to effectively allocate our resources and investments to the highest priority areas."

Lynne McFarland, VP, Associate Experience and Culture

"Our listening strategy allows us to understand what is important to our associates and share with our stakeholders and leaders. The voice of the associate is valued by our leaders and influences change."

Seema Malyavantham, Director, Voice of Associate

Actionable, objective insight

Position your organization for success. Explore these additional complimentary resources and tools for HR leaders:

Roadmap



Evolve Culture & Leadership for the Hybrid Workplace

Explore the 12-month roadmap for CHROs and their leadership team.

[Download Now](#)

Webinar



Unlock Human Performance Through Bold HR Leadership

Empower HR leaders to leverage past successes and achieve new levels of performance.

[Watch Now](#)

Guide



Managers Are Cracking — And More Training Won't Help

Explore actionable insights for CHROs to evolve the manager job for success.

[Download Now](#)

Report



Top 5 HR Trends and Priorities for 2024

Explore emerging HR trends, priorities and action steps to focus on in the year ahead.

[Download Now](#)

Already a client?

Get access to even more resources in your client portal. [Log In](#)

Connect With Us

Get actionable, objective insight to deliver on your mission-critical priorities. Our expert guidance and tools enable faster, smarter decisions and stronger performance. Contact us to become a client:

U.S.: 1 855 811 7593

International: +44 (0) 3330 607 044

[Become a Client](#)

Learn more about Gartner for HR at
gartner.com/en/human-resources

Stay connected to the latest insights



[View Conference](#)