

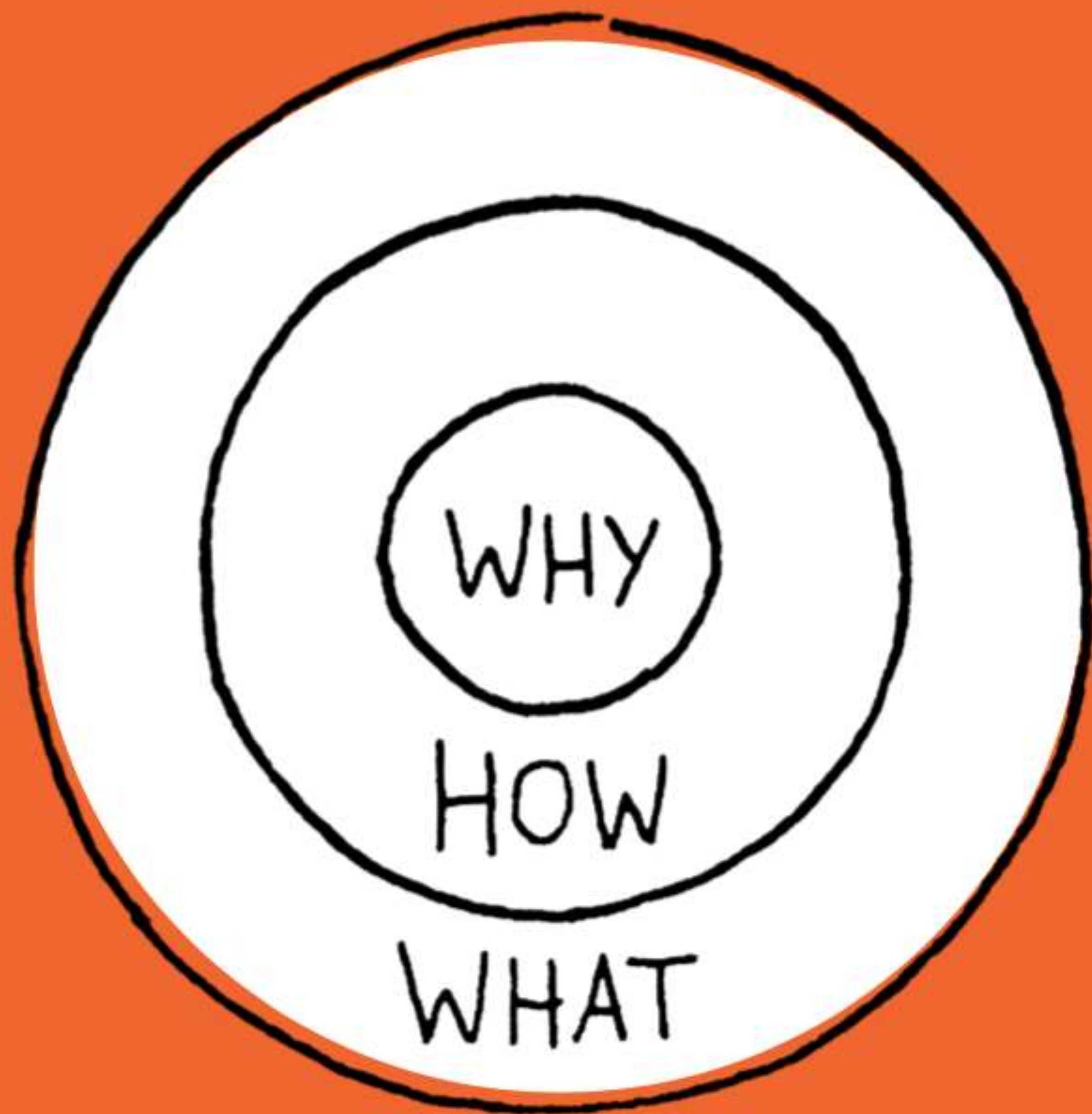
CICLO DE VIDA

From hire to retire



innovazzone

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EL PROBLEMA

Tenemos el encargo de atraer y retener al mejor talento

¿QUÉ?

Estrategias de Gestión, Engagement
Mejorar nuestros procesos de Ciclo de Vida
Alineamiento con el negocio

¿CÓMO?

Gestión, beneficios, espacios abiertos,
celebraciones, espacios de diversión

¿POR QUÉ?

Ventajas competitivas
Benchmark
Productividad/Eficiencia

EL PROBLEMA

¡Tenemos el encargo de atraer y retener al mejor talento!

¿QUÉ?

Diseñando estrategias adaptadas a nuestra realidad y que tengan mayor impacto en el negocio

¿CÓMO?

Escuchándolos, midiendo lo que funciona para nuestro talento

¿POR QUÉ?

¿Por qué vienen a trabajar con nosotros? ¿Cómo es trabajar aquí?

89% ORGULLOSOS DE SU
MISIÓN

- “BELONG ANYWHERE”
- EXCELENTES COLEGAS
- PUEDO IMPACTAR
- \$



EXPERIENCIA DEL COLABORADOR PREDICE EL RENDIMIENTO EN EL NEGOCIO

DOBLE INNOVACIÓN

24%

51%

% de ingresos de nuevos productos y servicios introducidos en los últimos 2 años

DOBLE SATISFACCIÓN DE CLIENTES

14

32

Net Promoter Score (NPS) ajustado a la industria 2016

25% MÁS RENTABILIDAD

58%

73%

Rentabilidad comparada con competidores



Cuartil Superior en experiencia del empleado



Cuartil Inferior en experiencia del empleado

Fuente : MIT Encuesta Ago 2016 Medición de Rentabilidad correlacionada con margen neto y retorno de activos

EXPERIENCIA DEL COLABORADOR PREDICE EL RENDIMIENTO EN EL NEGOCIO

LAS COMPAÑÍAS QUE LOGRAN
UN **CX** CORRECTO

+17%

LEALTAD

+11%

RENTABILIDAD

LAS COMPAÑÍAS QUE LOGRAN
UN **EX** CORRECTO

+21%

MÁS RENTABLE

CX + EX = ROI

Fuente : Accenture Strategy's 2017 HR/Employee Experience

\$1 Trillón



**Comportamiento
del consumidor**



**¡1000
veces menos!**

750 Millones



**Comportamiento
del colaborador**

¿POR QUÉ TENEMOS QUE TRATAR A NUESTROS COLABORADORES CON TANTO CUIDADO COMO LO HACEMOS CON NUESTROS CLIENTES?



EXPERIENCIA DEL CONSUMIDOR

- Compañías que realmente “te entienden”
- Trabajando para alinear sus intereses con los nuestros



EXPERIENCIA DEL EMPLEADO

- ¿Cuánto de su ambiente de trabajo es cuidadosamente construido para remover los “pain points”
- ¿Cuánto de su comportamiento está cuidadosamente alineado con las metas de la compañía?
- ¿Su compañía realmente le entiende?



Eliminando “PAINT POINTS”







SOFIA

NEEDS

FEEL
BETTER

FEEL
SAFE

AM I
REALLY
SICK?

WISH I
WAS AT
SCHOOL

IM
REALLY
NERVOUS

THAT
LOOKS
SCARY!

WILL IT
HURT
ME?!

MOM
CANT
HELP?

NO! NO!
PLEASE
NO!

GOES TO
INITIAL
DOCTOR

RIDES TO
HOSPIT'L

CHECKS
IN

WALKS
TO MRI
ROOM

SEES MRI
MACHINE

CRIES &
RESISTS

SEES
DOCTOR
ENTER

GETS A
SHOT

GOES
THROUGH
H MRI

ON STAGE
EXPERIENCE

DOCTOR

MOM

CHECKIN
NURSE

IMAGING
TECH

MOM

NURSE

DOCTOR
ANESTH.

IMAGING
TECH

TAKE-
HOME
PACKET

CAR

DESK &
COMPUT.

CHART

MRI
MACHINE

TISSUES

SHOT &
DRUGS

MRI
MACHINE

Roles & Processes

TAKE
IMAGE

PROCES
IMAGE

?

BACK STAGE
SUPPORT

TECH.
WRITER

HOSPIT
BLDG
MGR

SYSTEM
ADMIN.

DOCTOR

TEAM

IMAGING
TECH

RESERV.
SYSTEM

PATIENT
RECORD
SYSTEM

STAFF
PAGING
SYSTEM

DRUG
ROOM

IMAGING
RECORD
SYSTEM



DIFERENCIAS DE LA EXPERIENCIA DEL EMPLEADO CON RESPECTO A LA EXPERIENCIA DEL CLIENTE



EVOLUCIÓN DE LA EXPERIENCIA DEL COLABORADOR

UTILIDAD

¿En qué tienen que trabajar los empleados?

- ✓ Herramientas fundamentales
- ✓ Mesa, silla, teléfono & computadora
- ✓ Empleado es un subalterno



PRODUCTIVIDAD

¿En qué necesitan trabajar los empleados mejor y más rápido?

- ✓ Mejoras pequeñas para lograr más de las personas.
- ✓ Optimización de empleados
- ✓ Procesos repetitivos



ENGAGEMENT

¿Cómo podemos hacer que los empleados estén felices para que tengan mejor rendimiento?

- ✓ Encuesta anual
- ✓ Foco en cultura
- ✓ Actúa como una dosis de adrenalina
- ✓ La compañía tiene su declaración de misión



EXPERIENCIA

¿Cómo crear una compañía donde quieran venir a trabajar vs. necesiten venir a trabajar?

- ✓ Foco en la cultura, tecnología y espacio.
- ✓ Diseño con propósito
- ✓ Enfoque a largo plazo
- ✓ Compañía tiene una razón de ser





ENGAGEMENT

vs.

**EXPERIENCIA
DEL EMPLEADO**

EX : SUMA DE
EXPERIENCIAS



MOMENTOS
ALTAMENTE EMOCIONALES
IMPACTO DESPROPORCIONADO EN
ENGAGEMENT

VIAJES DE RECLUTAMIENTO
Y ONBOARDING

VIAJES DE TALENTO
Y CAPACITACIÓN

VIAJES DE VIDA

VIAJES DE OPERACIONES



¿POR QUÉ TRABAJAN DONDE ESTÁN?

INFLADORES

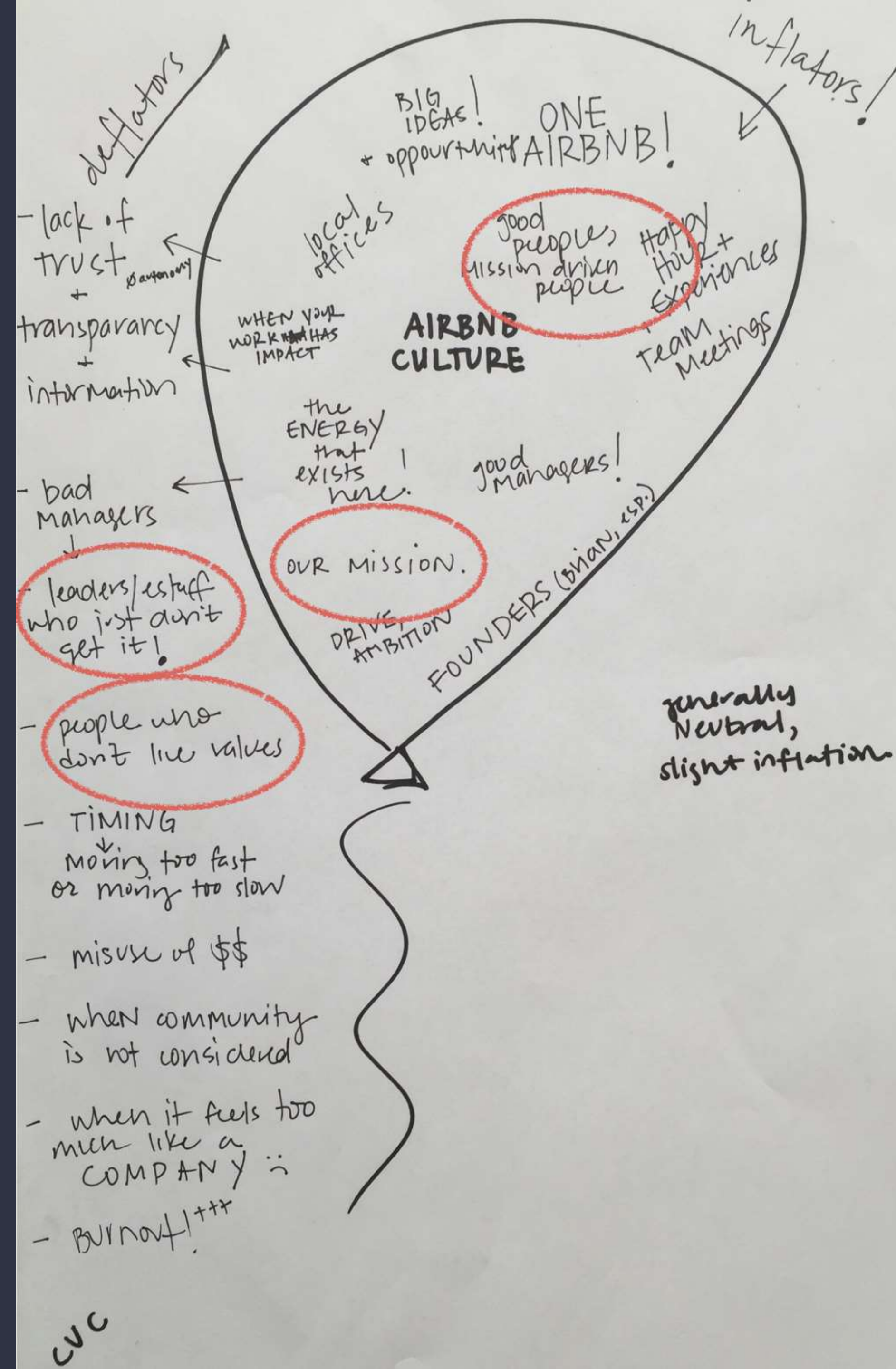
¿POR QUÉ ENTRASTE?

¿POR QUÉ TE QUEDAS?

DESINFLADORES

¿POR QUÉ TE IRÍAS?

¿QUÉ SE DEBE CAMBIAR?



EXPERIENCIA DEL EMPLEADO



CICLO DE VIDA

ATRACCIÓN



RECLUTA-
MIENTO



ON-
BOARDING



DESEMPE-
ÑO



DESARRO-
LLO Y PRO-
MOCIÓN



RETENCIÓN



SEPARA-
CIÓN



1. Atracción



- Reputación y Proposición de Valor



- Marca Empleadora
- Omnicanalidad (web, redes, referencias, universidades, target comunidades)
- Simplicidad de Proceso

2. Reclutamiento



- Comunicación constante (antes de ser aceptado y entre aceptado y 1er día)
 - Proceso de aplicación fluido. Que no haya desconexión al ser aceptados
 - Experiencias con reclutadores y entrevistadores
- Entrevistas con candidatos que aceptaron y los que no ¿por qué vinieron? ¿por qué no aceptaron?



3. Onboarding



4. Desempeño



- Objetivos y metas claras alineadas con la organización y equipo
- Reconocimiento
- Trabajo con sentido
- Feedback constante

5. Desarrollo y Promoción



- Inversión en oportunidades de aprendizaje para desarrollo profesional y personal
- Comunidades de Aprendizaje y Colaborativas
- Líneas de carrera ágiles, factibles y comunicadas
- Incentivos para la creatividad



6. Retención



- Asegurar un buen fit con el puesto
- Comunicación fluida entre empleados y gerencia
 - Escuchar con mucho cuidado (riesgos de salida)
- Mediciones constantes (pilotos e implementación)
- Conversión de valores culturales en comportamientos concretos
 - Comunicación de reconocimientos
 - Incentivo de relaciones duraderas
- Conservar un sentido de propósito y de contribución





7. Separación



- Separación sin problemas, de manera ágil y sin dolores innecesarios
- Precaución con los que se quedan
- Entrevistas de salida
- Tratamiento con respeto

ETAPAS DEL CICLO DE VIDA MÁS ANALIZADAS



MOVILIDAD Y
EX-PATS

ATRACCIÓN

RECLUTA-
MIENTO

ON-
BOARDING

DESEMPE-
ÑO

DESARRO-
LLO Y PRO-
MOCIÓN

RETENCIÓN

SEPARA-
CIÓN



EL VIAJE DEL COLABORADOR



EL VIAJE DEL COLABORADOR



EL VIAJE DEL EMPLEADO

DESARROLLO DE CARRERA

DOMINIO

ONBOARDING

CAPACITACIÓN

CRECIMIENTO
PERSONAL

GESTIÓN DE
DESEMPEÑO

AUTONOMÍA

CONECTIVIDAD
Y COLABORACIÓN

PROPÓSITO





- ✓ Email
- ✓ Call Center
- ✓ Recursos Humanos
- ✓ Landing Page



- ✓ Previo al ingreso
- ✓ Primer día
- ✓ Experiencia con líder/equipo
- ✓ Equipos y accesos
- ✓ RRHH



INTERÉS

CONSIDERACIÓN

APLICACIÓN

ON-BOARDING

PRIMER MES

- ✓ Anuncios
- ✓ LinkedIn
- ✓ Amigos
- ✓ Universidad
- ✓ Website



- ✓ Examen
- ✓ Entrevistas
- ✓ Carta de Aceptación
- ✓ Documentación
- ✓ Exámenes médicos y trámites



- ✓ Incorporación al equipo
- ✓ Objetivos claros
- ✓ Tutoría
- ✓ Entrenamiento





ENSEÑANZAS DE PIONEROS

MENTE
ORIENTADA
AL
EMPLEADO

ANÁLISIS DE
PERSPECTIVAS

DISEÑO DE
ESTRATEGIA
DE TALENTO Y
CAPACIDADES

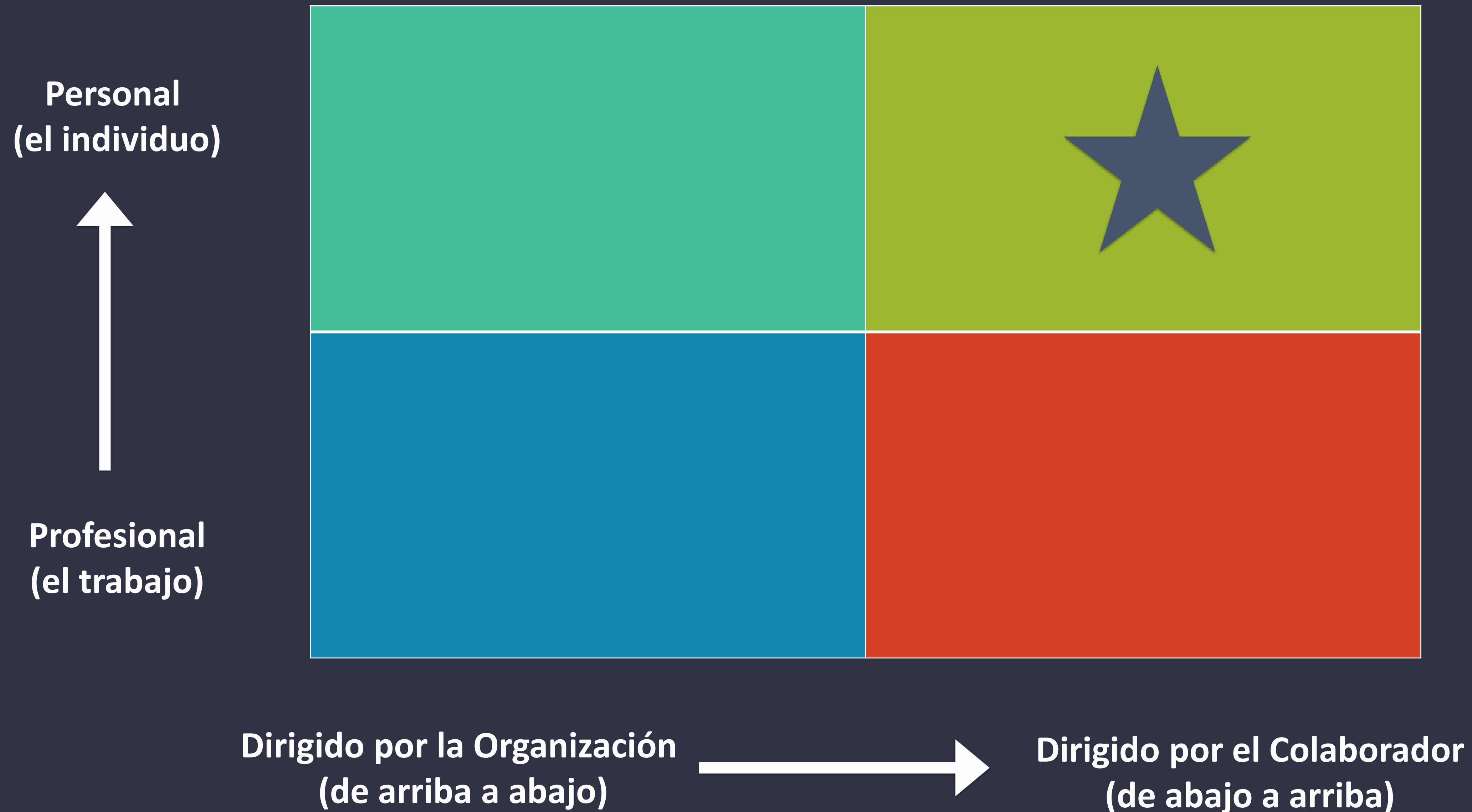
ESCUCHA
PROFUNDA

CREACIÓN DE
EXPERIENCIA DE
EMPLEADO

PRÁCTICA E
IMPLEMENTA
-CIÓN



LA EXPERIENCIA DEBE SER DE ABAJO PARA ARRIBA Y PERSONAL



SE CONVIERTE EN LA EXPERIENCIA HUMANA

Personal
(el individuo)



Profesional
(el trabajo)

ENGAGEMENT

EXPERIENCIA
HUMANA

BALANCE DE
VIDA Y TRABAJO

EXPERIENCIA
DEL COLABORADOR

Dirigido por la Organización
(de arriba a abajo)



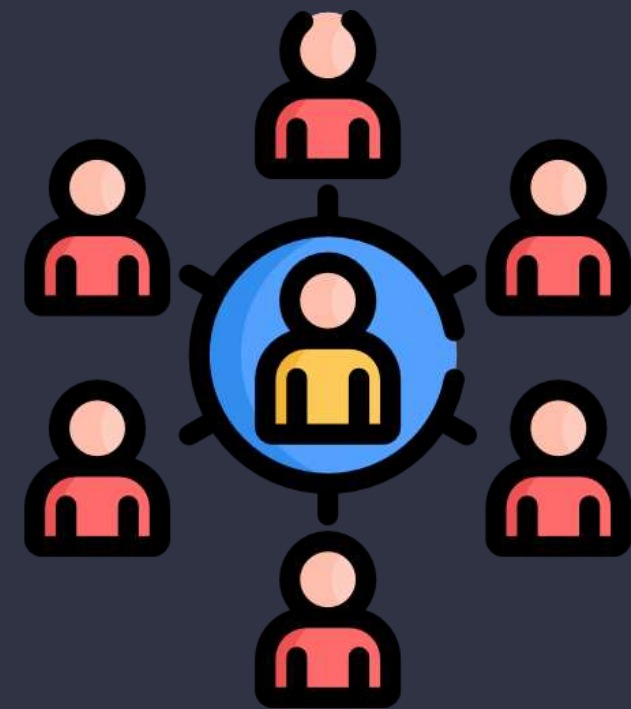
Dirigido por el Colaborador
(de abajo a arriba)



MOMENTOS DE LA VERDAD



MOMENTOS NOTABLES



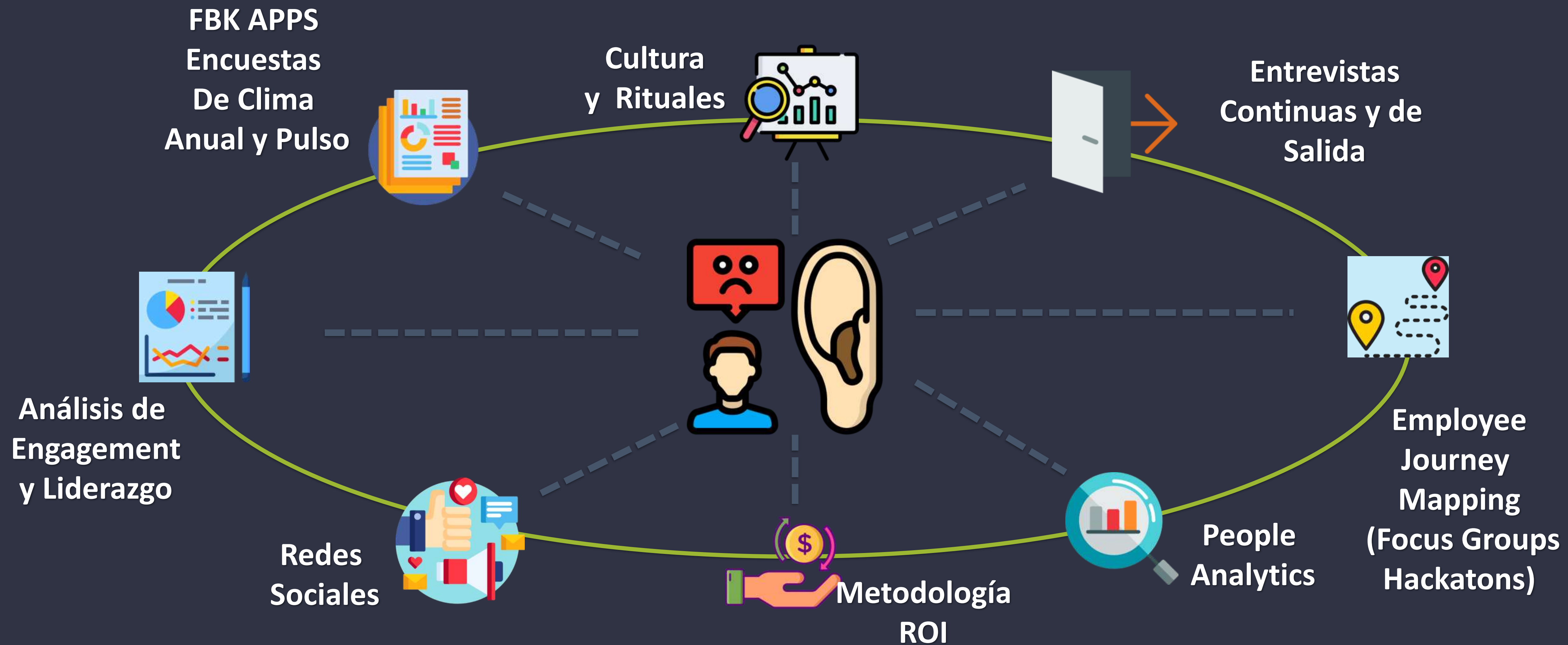
MOMENTOS CONTINUOS

MOMENTOS CREADOS





CONSTRUYENDO
MOMENTUM:
MOMENTO A
MOMENTO



RESOLVER TEMAS ESPECÍFICOS / REPORTAR

Quality of Employee Experience



Spend first weeks getting set up



Takes time to learn my place in team



Limited contact with manager in first 90 days



Not recognized for going 'over and above'



Hit with one of life's unexpected moments



Use paid time off to volunteer



Difficult to find internal development opportunities

Moments that Matter

Quality of Employee Experience

My First Impression



Everything set up and ready to go before I start

My Team



Strengths are recognized by team

My Leader



Regular check-ins with manager in first 90 days

My Rewards



Co-workers recognize my contribution via Connected Recognition

My Personal Experiences



Support from Leader to take emergency leave

My Making a Difference



Use Time2Give to volunteer

My Development



Discover new career paths through Job Swap, Team Swap

Moments That Matter Work

Moments that Matter



My First Impression

- My Interview
- My Offer
- My 1st Day

My Rewards

- My Pay
- My Benefits
- My Perks (Birthday day off, Weekend Raffle, Family Fun Days)

My Workplace

- My workspace
- My Facilities and Services

My Last Impression

- My Retirement
- My Leaving Cisco



Our People Deal

Transforming
the Moments that Matter

My Technology

- My CEC
- My Self-service experience and tools
- My PC refresh

My Innovation

- My Innovation Hub
- My Innovation capability

My Personal Experiences

- My Life Events
- My Cisco Anniversaries

My Manager

- My Change of Manager
- My Manager Support Groups

My Development

- My Promotion
- My Stretch Project Marketplace
- My Career Development Support
- My Cisco Live Internal

My Making a Difference

- My Volunteering
- My Donations
- My CSR Sustainability Impact

The Recruiter Experience

Brand Ambassador

Execute Talent Strategy

Deep Organizational Knowledge

External Market Expertise & Tech Specialization

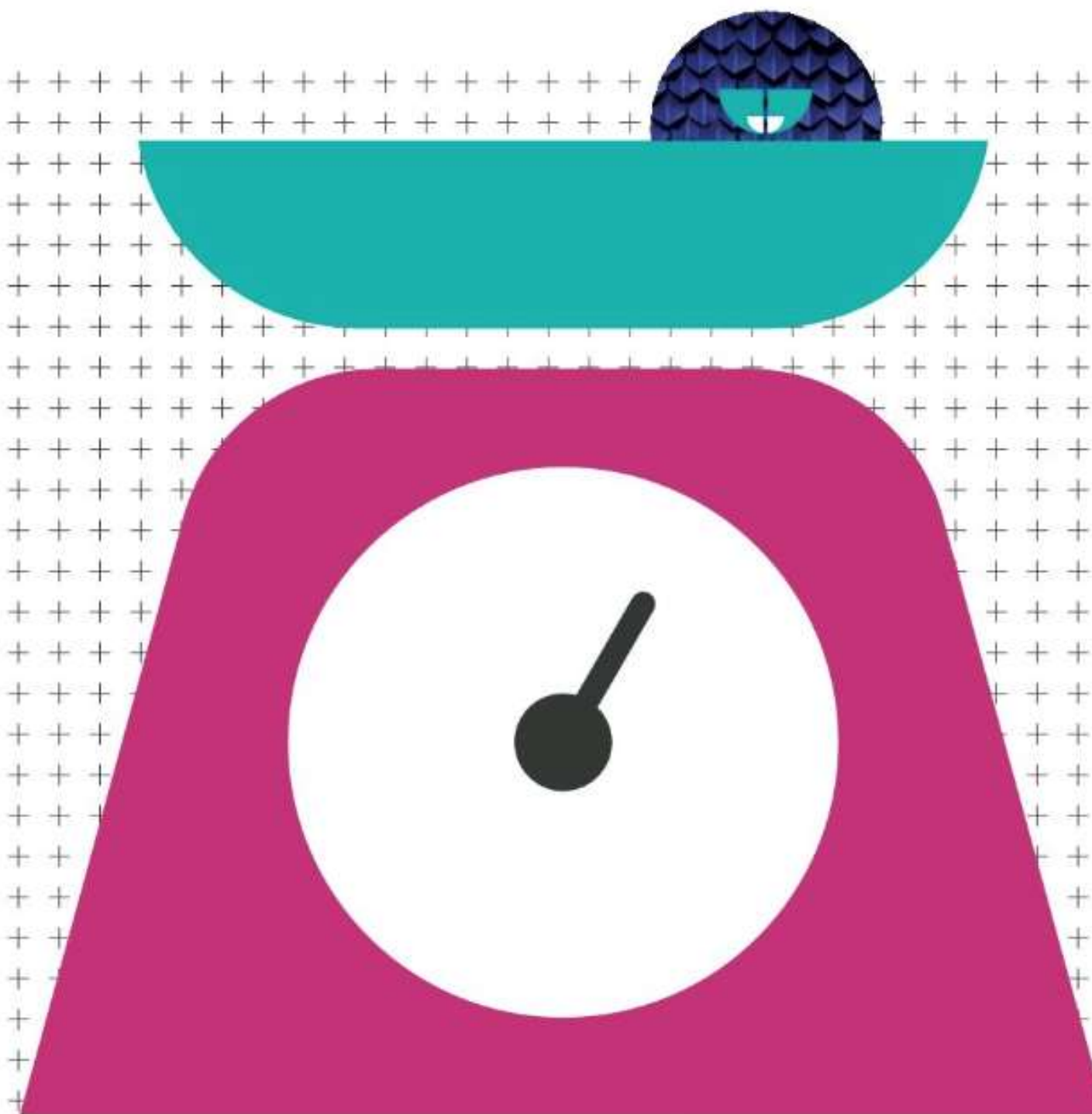
Influencing & Negotiation

Data Driven



quan·ti·fy

/ Measuring your people's engagement with Moments that Matter /



LONG LIVE SIMPLE

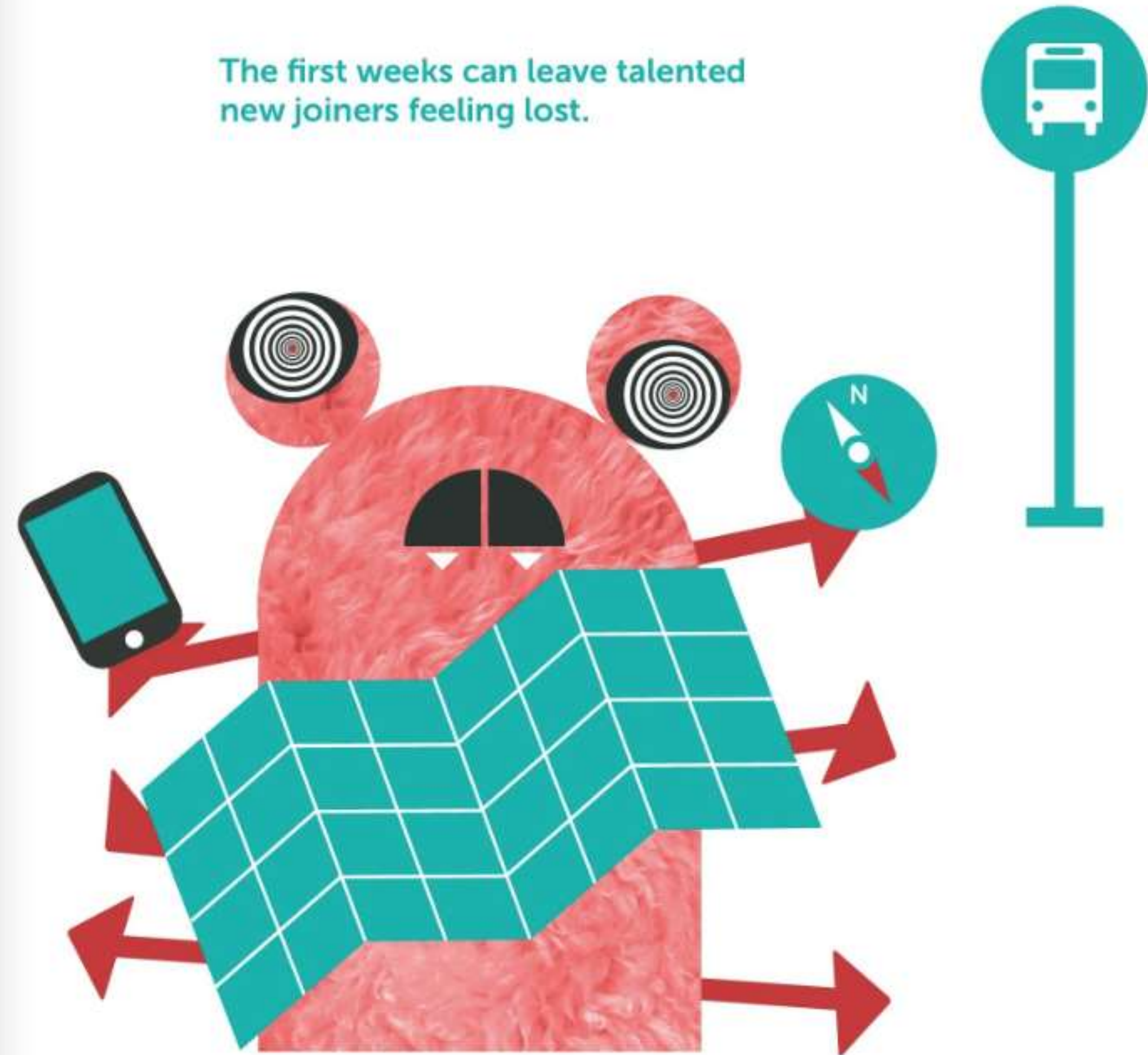


There are certain key moments at work that make your employee's experience a good one, a "meh" one, or a monstrous one. They're the Moments that Matter. Here are a few monstrously familiar examples.

Long delays between interview and offer can quickly turn "new and exciting" into "I'm off".



The first weeks can leave talented new joiners feeling lost.



If only there was a proven method
for banishing monstrous moments.

That's where we come in.

We've developed a method that catalyses your
unique people promise into the means for ensuring
that the Moments That Matter matter more.



RECIPE

- 1** We start by helping ourselves to large handful of employee insights, gained from our innovative focus groups. We mix all the ingredients from these insights to create your People Deal.
- 2** Next, we ask you which Moments that Matter matter most to you, then we ask your employees how they feel about those moments. We measure this sentiment against your People Deal.
- 3** Where the experience isn't the one anyone wants it to be we ask your employees how they'd change it. This way you co-create the experience you want your people to feel.
- 4** You make the changes you now know will help raise your employee engagement levels.
- 5** And (ahem) if you'd like to communicate your better ways of working, we're here to help you.

Snap Shot of What We've Done So Far

Moment That Matters	Delivered
My First Impression 	<ul style="list-style-type: none"> • New offer letter content & digitized experience • Simplified interaction experience for candidates
My Rewards 	<ul style="list-style-type: none"> • Connected Recognition Awards experience • Improved assets to help team leaders have Meaningful Rewards Conversations • Improved Benefits Campaigns experience • New US Financial Wellness Benefit • New EMEAR Pavelka Wellbeing Benefit • New Global Pay Parity
My Development 	<ul style="list-style-type: none"> • Strengths based development focus via Team Space • My Development Space Pilots
My Leader 	<ul style="list-style-type: none"> • New Leader and Team Outcomes • New Engagement Pulse • Introduction of Rituals & Best Practices
My Personal Experiences 	<ul style="list-style-type: none"> • My Birthday Day Off • Research into current local practices on Life's Milestone Moments
My Innovation 	<ul style="list-style-type: none"> • Second Innovate Everywhere Challenge • Launch of the Hub
My Technology 	<ul style="list-style-type: none"> • AppleCare Enterprise priority support now available for Mac users • Simplified Desktop Software Refresh • New Refresh Invitations for MAC users
My Workplace 	<ul style="list-style-type: none"> • Multiple facilities renovations, office refreshes and infrastructure updates across the globe. • Wide range of innovative employee services
My Team 	<ul style="list-style-type: none"> • Best Team Study • Power of Teams Campaign • Team Space Platform
My Making a Difference 	<ul style="list-style-type: none"> • Time2Give • Be the Bridge campaigns: Global Service Month, Earth Aware, Girls Power Tech, Annual Giving • Employee Giving Platform Upgrade • New Matching Gifts Policy
My Lasting Impression 	<ul style="list-style-type: none"> • Updated and improved communication guidelines and tools for leaving employees • Modified language in the employee resignation tool • Simplified and improved the employee exit survey for voluntarily leaving employees • Extended US childcare eligibility for employees impacted in Limited Restructures

PROPOSICIÓN DE VALOR

VIAJE DEL EMPLEADO

PLAN DE
REMUNERACIONES
Y BENEFICIOS



DESIGN
THINKING

EMPLEADOS SPONSORS

ENGAGEMENT

PERKS



LENTES DE
EMPLEADO



COMUNICACIÓN
EL EMPLEADO
PRIMERO



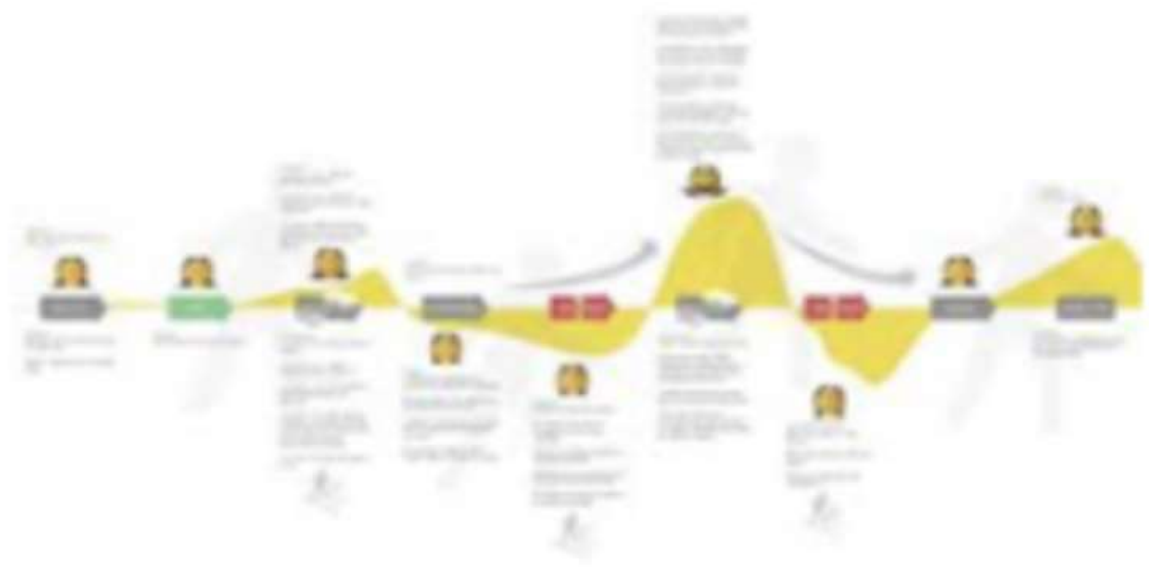
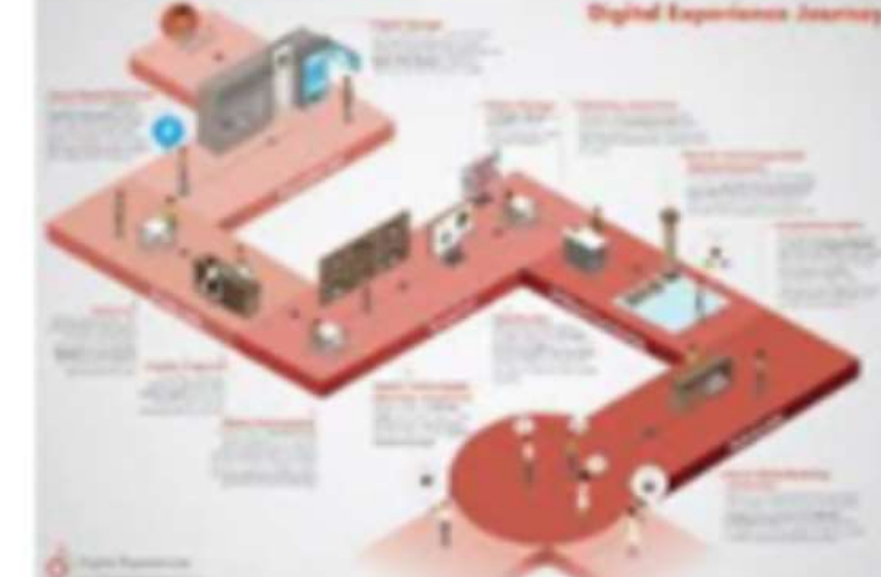
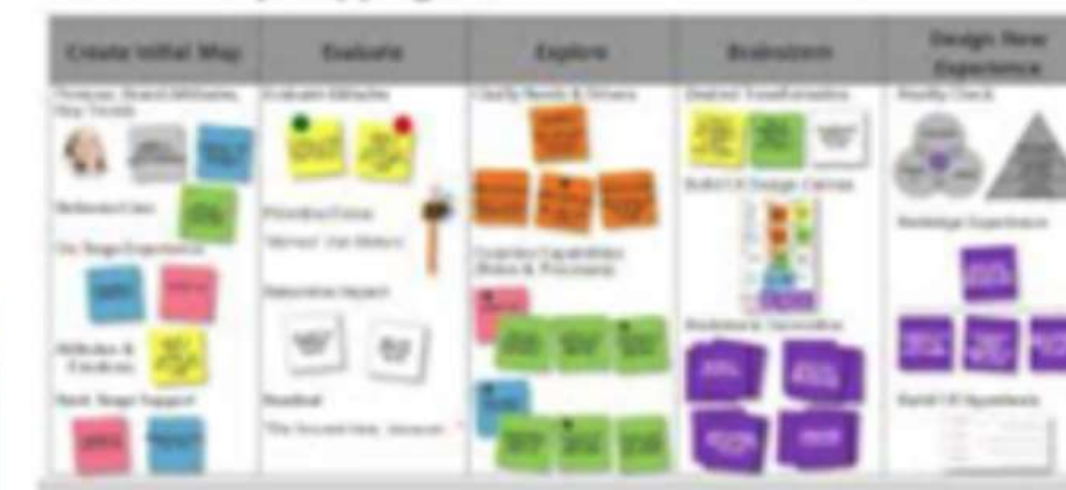
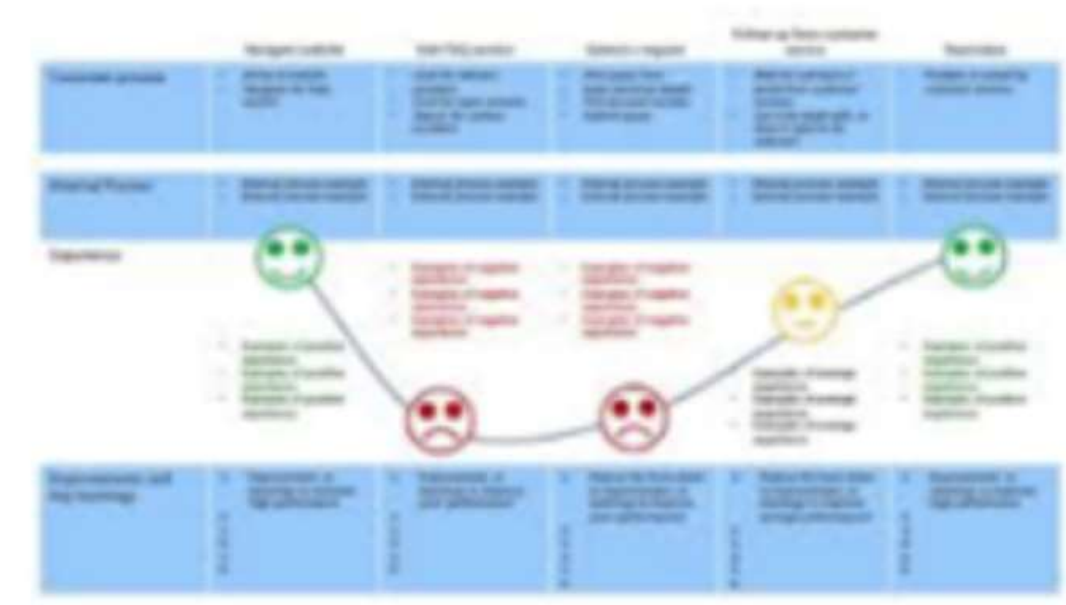
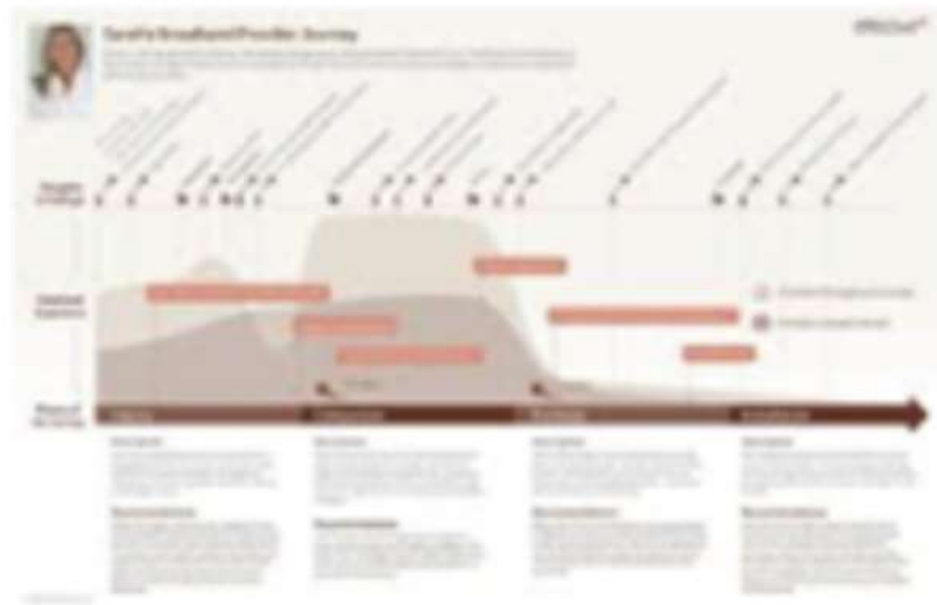
MEDIR LO QUE
IMPORTA



NUEVA
PERSPECTIVA



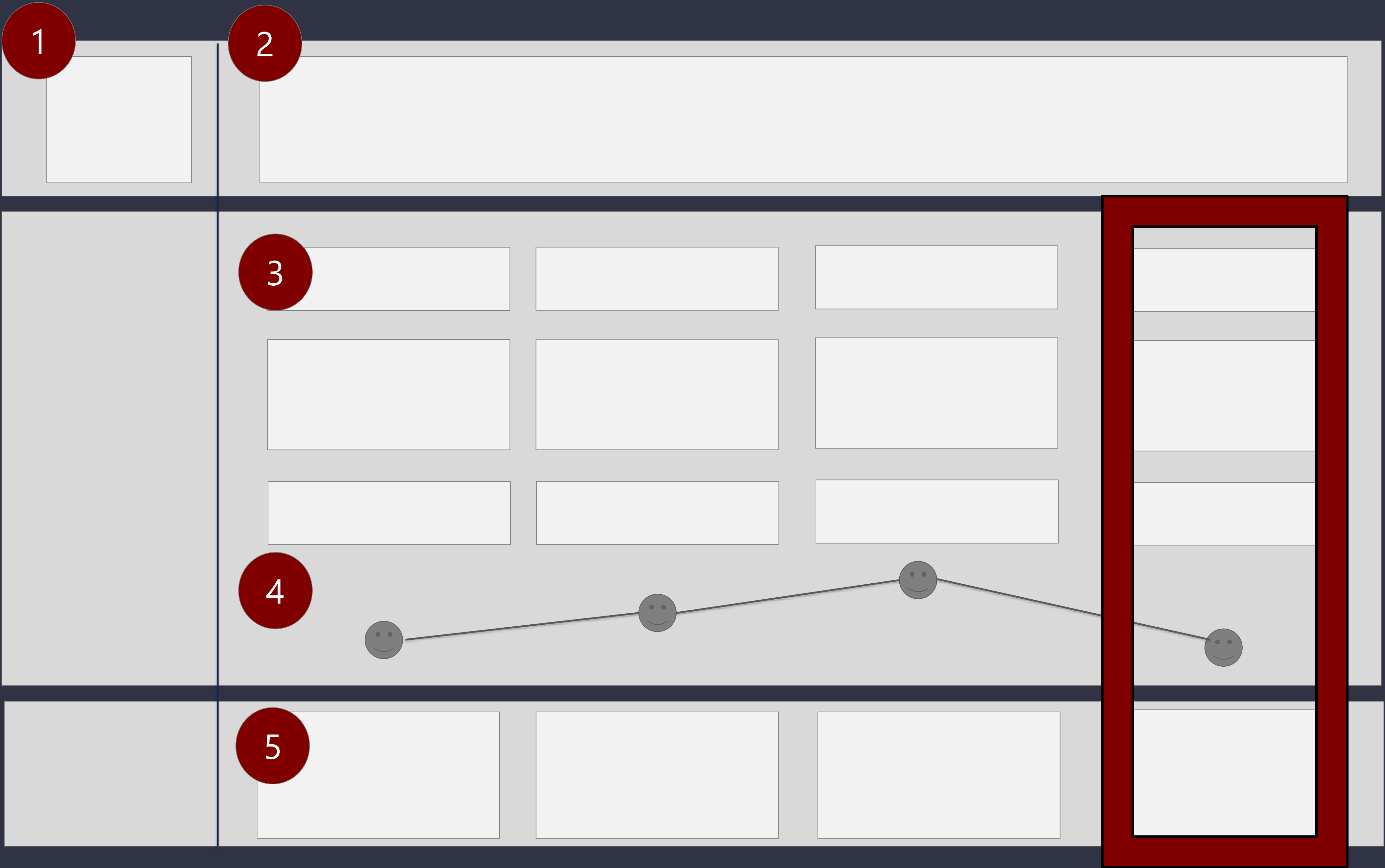
EMPLOYEE JOURNEY MAPPING





Service Design,
UX consultant, or marketing
specialist, or any specialist
based on service provided by
their companies. Typically work
in medium - big size
companies, their clients are
well-known brands with high
income. Might have some
domain specialisation (e.g.
customer experience in
law/legal).

	SIGNING UP	SIGNING UP	FIRST WEEK	FIRST WEEK	THIRD WEEK	THIRD WEEK	YEAR SUBSCRIPTION	SUBSCRIPTION PURCHASE	ANNUAL UP SALE	50% OFF FOR ACTIVE USE	UNSUBSCRIBE
Time	DAY 1: WELCOME Delivered right after user signs up	DAY 1: CJM TUTORIAL Once a user opens any CJM	DAY 2: Little help? Delivered on the 2 day after user signs up	DAY 3: Blog and Templates Delivered on the 3 day after user signs up	DAY 21: Check email Delivered 3 weeks after user signs up	DAY 23: Still free? Delivered 3 weeks after free UXPressia use	Taking this pretty serious? Delivered right after a yearly subscription has been bought	Say hello to Pro Features! REWRITE Delivered right after a subscription has been bought	Annual Subscription Up-Sale Deliver after being Pro for a few months	Because you've earned it! Delivered after a few days of extremely active use of UXPressia	but...why? Delivered once the user has unsubscribed
Our Goals	Our goal at this stage is to greet and to create an instant connection with the user	To help him start mapping faster. Also, to reduce the number of questions at the support chat.	The goal at this stage is to guide users towards our helpies and to avoid churn	The goal at this stage is to guide users towards our helpies and to avoid churn	The goal is to check if the user is happy with UXPressia. Also ping users if they forgot about us.	The goal is to nudge users towards switching to Pro by showing the benefits of pro plan	The goal is to thank users and to show that they will receive all help they need	The goal is to thank users and to encourage them	The goal is to up-sell the annual subscription	The goal is to encourage users	The goal is to find out why this happened as well as to try to fix the situation
User Goals	To get a confirmation email that signing up was completed successfully and get a few tips	To learn the basics of the CJM Online tool quickly to get started as soon as possible	To get learn more about the tool and connect to someone within the company	To get learn more about the tool and connect to someone within the company	To see some interest and tell about their experience, may be get some help.	At this point users definitely tried UXPressia and created their first project so they may need some additional help	Users might want to see some thank you letter after purchasing a yearly sub.		After using UXPressia for 3 or more months, users may want to go pro for a year especially if we offer two months for free	If a user is actively using UXPressia, there's a good chance he'll switch to Pro if we offer him a discount	
Quote section	11 Hi! Thanks!	11 I have had a look at the YouTube video, it is very good!	11 Hi, thanks and happy to be onboard. Thanks and regards.	11 -	11 Yes, I'd love to see some examples of customer journey for B2B.	11 Thank you, I will keep this in mind.	11 -	11 Hi - in personas, I am creating a box called "Media", where I would like to show different icons. Is there a way I can place them side-by-side?	11 -	11 Hey Arthur, just sent an email introducing myself. Would love to get the 50% off to start my 2nd journey map!	11 Hi! Normally I do not reply to such emails. But this one is the nicest company mailing I have ever got :)
Channels	Intercom engage in-app msg	Intercom engage in-app msg	Automatic Email, Intercom	Automatic email, Intercom	Automatic email, Intercom	Automatic in-app msg, Intercom	Manual email	Automatic in-app MSG, Intercom	Automatic in-app MSG, Intercom	Automatic in-app msg, Intercom	Manual email
Experience											
KPI	Sent: 100% Opened: 100% Clicked: 100% Goal: 100%	Sent: 100% Opened: 100% Clicked: 100% Goal: 100%	Sent: 100% Opened: 100% Clicked: 100% Goal: 100%	Sent: 100% Opened: 100% Clicked: 100%	Sent: 100% Opened: 100% Clicked: 100%	Sent: 100% Opened: 100% Clicked: 100%	Sent: 100% Opened: 100% Clicked: 100%	Sent: 100% Opened: 100% Clicked: 100%	Sent: 100% Opened: 100% Clicked: 100% Goal: 100%	Sent: 100% Opened: 100% Replied: 100% Goal: 100%	Sent: 100% Opened: 100% Replied: 100%
Email Subject	Welcome aboard UXPressia!	A quick CJM tutorial maybe?	Little help?	Templates for your customer journeys! 📄	How's your journey going?	Take your experience with UXPressia up a notch!	Taking this pretty serious, eh?	Say hello to Pro features!	Get 2 months of UXPressia for free!	Hi, you're doing great! Want 50% off the Pro plan for 3 months?	but...why?
Email text	Hi there and welcome aboard UXPressia! We are glad you've joined because it means some people are going to get exceptional experience brought by your products! Just start visualizing your customers' journeys, personas, and impact maps with UXPressia and we will help and inspire you along the way. P.S. Getting started with CJM and Personas might be overwhelming. We have a couple of guides you'll definitely find helpful. Personas creation, building CJM and creating Impact maps. Happy mapping! Arthur	Hi there!! A quick CJM tutorial maybe? Here's a short video guide with CJM essentials you may find useful. Let me know if I can help you with anything Arthur	Hi there! It's Anastasia - Chief Experience Officer from UXPressia. It's nice to e-meet you! I wanted to say that you're not alone and we're always here to help you make the best out of your new tool as well as to give you some tips. Speaking of tips, I suggest you check out this help section to learn about all the features UXPressia has to offer. In case you can't find what you need, ask me here or shoot your question at the support chat at UXPressia. My teammates and I will be there! By the way, you can follow us on Twitter and Facebook if you don't want to miss out on important news and updates. 📧 Anastasia UXPressia, CMO	Howdy 📄 I'm Arthur - T-800 among typing machines at UXPressia. I wanted to let you know we have this fantastic page full of free CJM templates for any occasion. Each template has a bunch of map examples and nifty links. You should see it! Oh, and there's also our blog with loads of helpful articles we write based on question from you guys. So if you have questions, shoot them at me and there's a good chance that I'll answer them in one of our posts. 📧 Hit any link and let's make awesome UX together! Arthur UXPressia, the Wordlather	Hey there! :) It's been a while. I was just wondering how's your mapping going! Do you have any questions or obstacles we could help you to eliminate? Happy to address all your concerns. Anastasia UXPressia, CMO	Hey there! Just wanted to make sure you take the best out of UXPressia. That's way easier with a Pro plan. You'll unlock: <ul style="list-style-type: none">• Unlimited projects, maps and personas• Multiple persona view, and export• Copying your artifacts• Moving your stuff across projects• Look how awesome personas and maps look once exported! :) For just \$24/month. Or \$20 if you get an annual subscription. Let's map like Pros! UXPressia team	Hi there! Yuri from UXPressia here. I see you just purchased a yearly subscription. Our entire team is so happy to know that you find UXPressia valuable and want to stay with us for longer! Yes, That's us being happy! 📄 Thanks a bunch around! And if you need anything, contact me directly. Yuri Vederin UXPressia, Founder and CEO	Hi there! Welcome to the Pro club! It's good to know that you see the value in UXPressia and that the word "limits" doesn't exist in your vocabulary. Going pro means better experience for you and for your customers. Take the best from your tools and rock your UX with UXPressia! Have fun mapping! UXPressia team	Hey chief name! You've been on the Pro plan for a few months now and I really hope you're enjoying UXPressia! I just wanted to make sure you know that if you switch to annual Pro plan, you'll pay only for 10 months and 2 months will be on the house. Here's how it works: on the monthly plan you pay \$24/month which sums up to \$288/year. On the annual plan you'll make a single payment of \$240 which is \$48 less. So, want to get 2 months for free? 📄 Yes! Let's do it!	Hi, you're doing great! Want 50% off the Pro plan for 3 months? You've been quite productive lately and I wanted to make sure you take the best of your tools. Feel like exploring features like export and unlimited shares, projects, maps and personas that come with the Pro plan? You can get them all and save \$56 over 3 months if you tell us a little bit about yourself! <ol style="list-style-type: none">1. Who are you and what do you do?2. What company do you work for?3. What industry do you make CJM/Personas/Impact Maps for? Poot! \$72 becomes \$36. Pure magic! :) Yes, I'd love that! Let me know if I can help. Arthur	Hello! This is Yuri Vederin, the founder and the CEO of UXPressia. I noticed that you had recently unsubscribed from the Pro Plan. It was me when I found that out! It goes without saying that I'm upset with you leaving Pro Plan. You could make this guy in the picture a bit happier if you answer these 3 tiny questions: <ul style="list-style-type: none">• Why have you unsubscribed?• Is there anything that you liked in our product? If yes, then what was it?• What did you miss in our product and what you would like to improve? P.S. If you want to make this guy a lot happier, subscribe back! Looking forward to your soon reply!



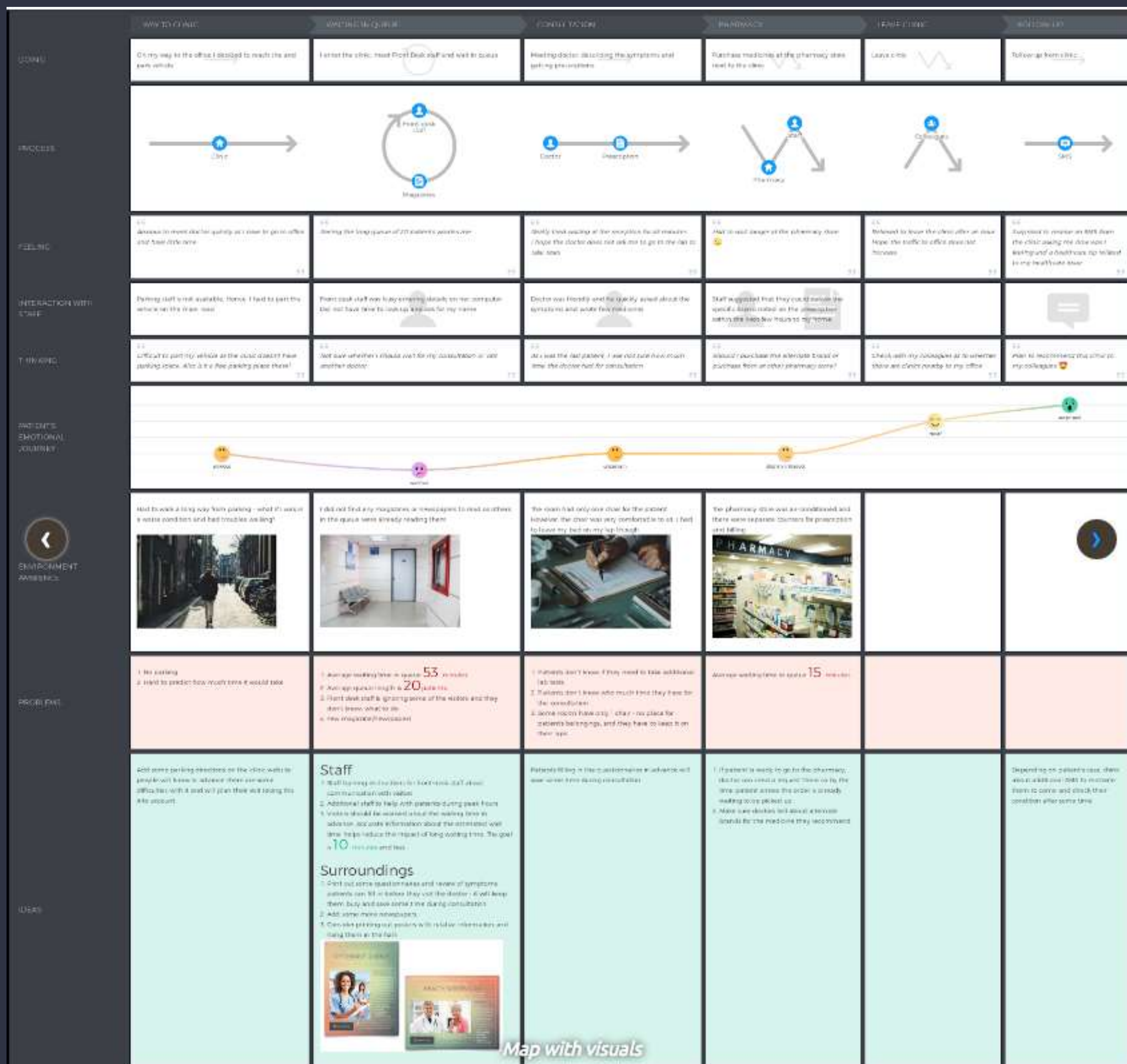
ZONA A
EL LENTE

ZONA B
LA EXPERIENCIA

ZONA C
LA OPORTU-
NIDAD



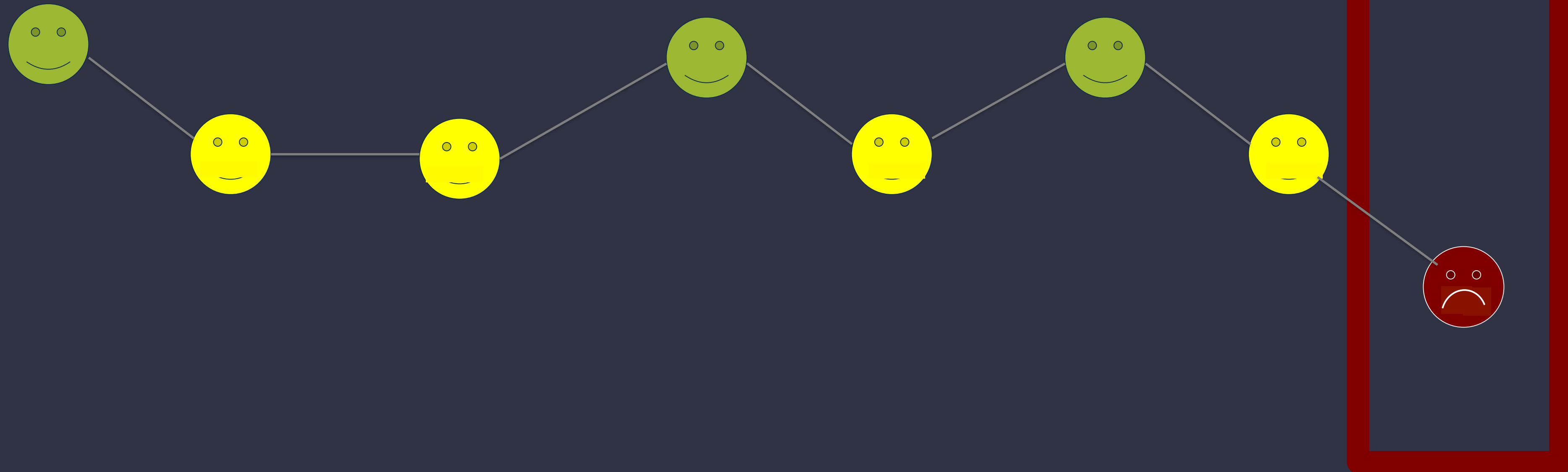
¿Por qué usar el Employee Journey Map?



Map with visuals

Experiencia

Se indica con emoticons qué tan satisfacho o no está con la experiencia





EMPLOYEE JOURNEY MAPPING

1

2

3

4

5

6

7



USAR
FEEDBACK
MULTICANAL

CREAR
"PERSONAS"

MAPEAR EL
VIAJE
PARA CADA
"PERSONA"

DETERMINAR
PUNTOS DE
DOLOR

DETERMINAR
INTERACCIONES

EVALUAR
SITUACIÓN
ACTUAL

DISEÑAR
EXPERIENCIAS
Y SOLUCIONES

+UTILIZAR
ENCUESTAS
TIPO GPTW /
ENGAGEMENT

TESTEAR Y
PROTOTIPO

LANZAR LA
ESTRATEGIA

MEDIR ÉXITO
✓ REACCIÓN
✓ ASIMILACIÓN
✓ APLICACIÓN
✓ IMPACTO
✓ ROI

REDISEÑAR

LANZAR

COMUNICAR

	MOMENTO: Explique el momento a evaluar
LA EXPERIENCIA Explique cómo es la experiencia hoy en día.	
INTERACCIONES Y PUNTOS DE CONTACTO Explique cómo es la interacción que tiene la persona con otras personas, procesos, sistemas, procedimientos	
“PAIN POINTS” ¿Cuáles son los “paint points” o potenciales temas a ser mejorados?	
EVALUACIÓN DE LA EXPERIENCIA Usar un emoticon (carita feliz/neutra/infeliz	
POTENCIALES SOLUCIONES ¿Qué soluciones recomienda para mejorar la experiencia?	
MEDICIONES ¿Qué mediciones piensa monitorear? ¿Cuáles son sus metas de mejora?	







ES ACERCA DEL TRABAJO,
NO LA OFICINA



ENCÁRGATE DE LO BÁSICO

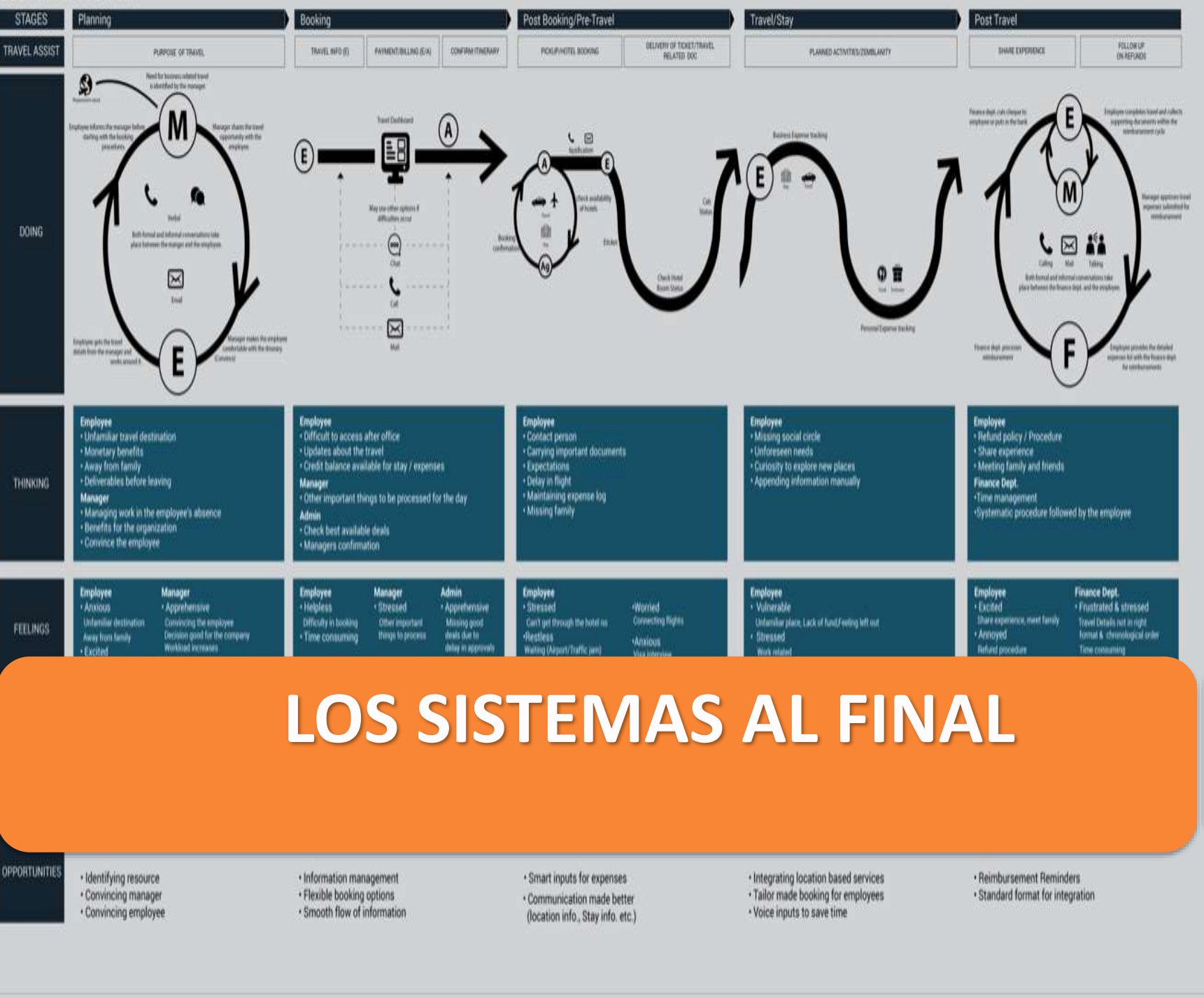


FOCO EN LAS TRANSICIONES EN EL
TRABAJO

Nancy Newbie	Freddy Feedback	Sarah Solo	Manuel Manager
			
"I want to know how I'm doing and how I can improve."	"I just want to help everyone do their best work."	"I love new projects and new challenges."	"We should focus on people's strengths and interests."
Time on Job: 6 months Job Title: Business Analyst	Time on Job: 7 years Job Title: Tech Lead	Time on Job: 4 years Job Title: Software Engineer	Time on Job: 11 years Job Title: People Manager

IDENTIFICA EL PROBLEMA:
"PERSONAS"

Goals: <ul style="list-style-type: none">Self improvementBecome more self awareImprove her weak areas	Goals: <ul style="list-style-type: none">Team improvementMentor and coach peersProvide better quality products	Goals: <ul style="list-style-type: none">Take on new challengesLearn new skillsWork on interesting projects	Goals: <ul style="list-style-type: none">Improve team collaborationDevelop employees' strengthsHelp employees' on career path
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LOS SISTEMAS AL FINAL



REINGENIERÍA DE RRHH

GB USA MEX

**ONE SIZE
DOES NOT
FIT ALL**



Von links bügeln/ Iron inside out/
repasser sur l'envers / 只能裏面燙

B2ME

ÚNICA

Garantizar la personalización.

RELEVANTE

Importante para ellos

ADAPTABLE

Adaptable al usuario

INTELIGENTE

Proceso continuo y desarrollo de estrategias

FLEXIBLE

Flexible a cada usuario







Your profile is 100% complete

First Name	Alex
Last Name	Fischer
Job Title	Plant Manager
Mobile Number	425-455-9867

CONTACT INFORMATION



Display Name	Alex Fischer
First Name	Alex
Last Name	Fischer
Mobile Number	425-455-9867
Office Number	425-332-6567
Department	Operations

ENSEÑANZAS



COMIENZAN CON EXPERIENCIA DEL CLIENTE

COMPROMETEN AL CEO Y LÍDERES

HACEN DE CX Y EX EL CENTRO DE SU TRANSFORMACIÓN

COMIENZAN CON EXPERIENCIA DEL CLIENTE

SON DISRUPTIVOS

COMIENZAN CON EXPERIENCIA DEL CLIENTE



VIAJES HOLÍSTICOS



DISEÑAN DESDE EL PUNTO DE VISTA DEL CLIENTE Y LOS EMPLEADOS

ESCUCHAN DE MANERA MULTI-CANAL

CUESTIONAN COMPORTAMIENTOS Y SENTIMIENTOS

HACEN TESTS DE LO QUE IMPLEMENTAN



RESPONSABILIDAD

COMPARTIDA DE RRHH Y MARKETING

SE BASAN EN DATOS Y MEDICIONES

NUEVO ROL : CABEZA DE EMPLOYEE EXPERIENCE

HUMAN RESOURCES

MANAGEMENT HR



—UNIT 01—

—UNIT 02—

—UNIT 03—



—UNIT 04—

—UNIT 05—

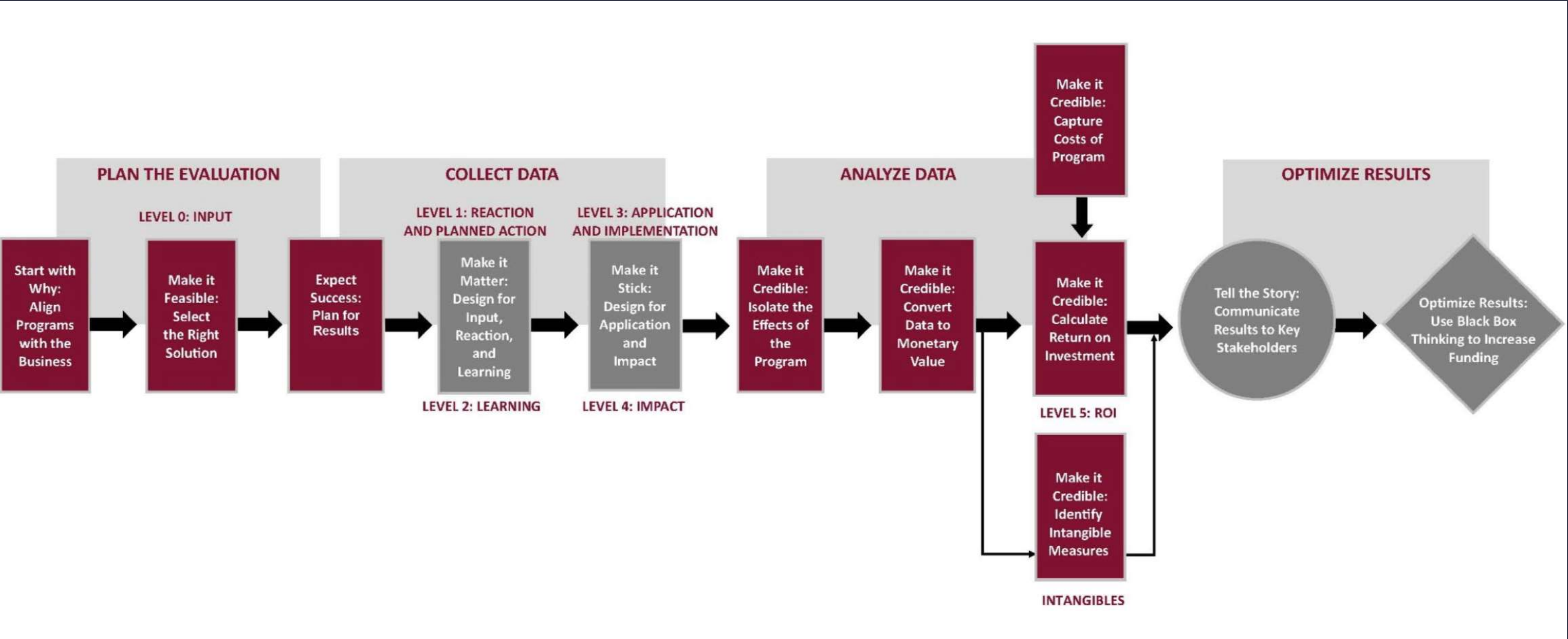
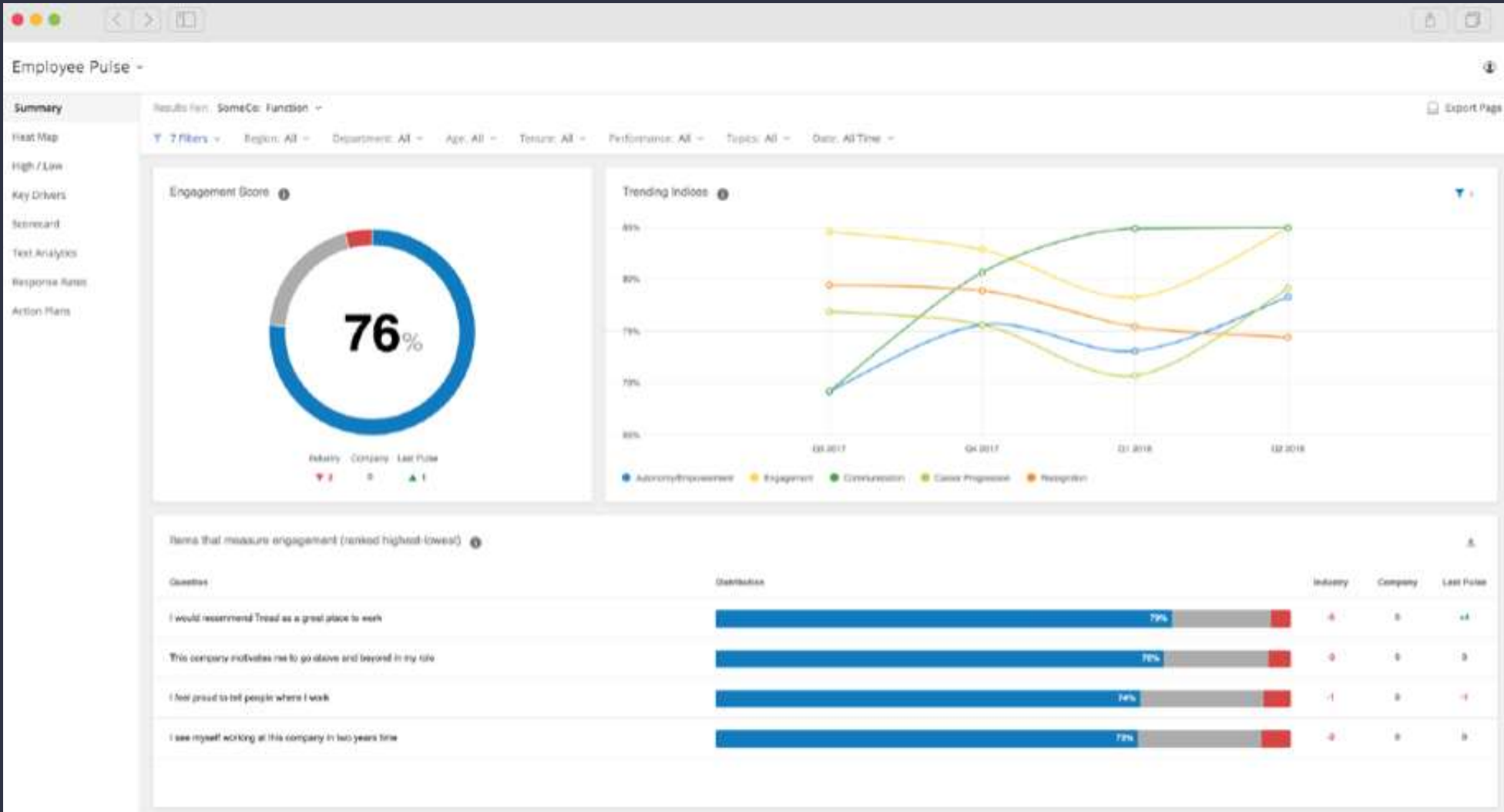
—UNIT 06—



SI SE PUEDE MEDIR







MOMENTOS

1. ENVÍO MI CV Y NO ME CONTESTAN EN 1 MES
2. MI PRIMERA EXPERIENCIA CON EL AMBIENTE FÍSICO
3. LLEGO EL PRIMER DÍA Y NADIE TIENE TIEMPO PARA MI
4. NO VOY A PODER SALIR DE VACACIONES POR CARGA DE TRABAJO
5. NO SÉ QUE PASOS DEBO SEGUIR PARA PROGRESAR
6. MI PRIMER FEEDBACK CON MI GERENTE DESPUÉS DE UN MES DE TRABAJO

CSAT

MOMENTOS SIN ESFUERZOS

1. APLICO PARA EL TRABAJO
2. RECIBO Y ACCEDO A MI EQUIPO DE IT
3. NECESITO INFORMACIÓN SOBRE UN TEMA
4. PUEDO ACCEDER A LA INFORMACIÓN CON FUENTE APROPIADA
5. SUBMITO MI FEEDBACK 360

PRODUCTIVIDAD

INFLUENCIADORES

- **SIN ESFUERZO Y VALIOSO :**
 - EXPERIENCIA DEL GERENTE CON SERVICIOS DE INFORMACIÓN DE RRHH
- **INTERFASE DEL EMPLEADO SIN ESFUERZO:**
 - ACCESO, CLARIDAD, RESPONSABILIDAD
- **LA PRIMERA IMPRESIÓN PERFECTA :**
 - ONBOARDING EFECTIVO Y CONTINUO
- **NUEVO APRENDIZAJE**
 - CUSTOMIZADO, DE A POCOS Y MEJORA LAS CUALIDADES PROFESIONALES

PRODUCTIVIDAD

INFLUENCIADORES

- COMPLETO LA EVALUACIÓN DE DESEMPEÑO
- REALIZO UN AUMENTO SALARIAL CON INFORMACIÓN
- APRUEBO EL PLAN DE DESARROLLO
- REALIZO ENTREVISTAS EFECTIVAS

PRODUCTIVIDAD



innovazzone

Favor contactar para mayor información con:

Marcela León

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marcelaleon@innovazzone.com