

Reciprocal Relationship between Employee Experience Management and Digital Transformation

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Employees are the implementers and immediate beneficiaries of almost all digital transformation (DT) initiatives.

This includes redefining business strategies and organizational structure to transforming internal processes and external services.



We argue that **DT initiatives can be a source of positive employee experiences** if they can address the employees' experiential desires in support of DT.



We propose **five strategies** that can be adopted by different organizations regardless of their size or industry.

The implementation of these digitally enabled strategies has the potential to **facilitate DT and encourage employees' participation** across their organizations.



DT foster socio-professional ties

1

- Enterprise social networks can be used to:
 - connect employees across functional units,
 - promote their achievements, brand internally
 - boost intradepartmental collaboration
 - create internal learning networks.
 - Increase opportunities for employee buy-in



DT enabling employees to co-create

2

- DT can boost employees' participation in innovation by:
 - opening up the R&D process to all employees
 - directly connecting employees who are interested in new product or service development to the customer base to learn about their expectations and concerns.

DT democratizing access to data

3

- DT initiatives can democratize the access to and use of organizational data, which leads to:
 - promoting transparency and trust in DT initiatives.
 - Increasing the amount of informed decision-making around DT related topics such as talent management, job crafting, training, sourcing, and so on



DT to enhance training

4

- DT can enhance organizational learning and training by
 - Supporting employees in adopting new tools and processes
 - Enhancing knowledge management process
 - Increasing trust and confidence among them in actively using and benefiting from DT initiatives.



DT to inspire and enable autonomy

5

- DT initiatives can support employee autonomy to:
 - craft their work process and power to make autonomous decisions.
 - This sense of empowerment may lead to an increase in:
 - employee job satisfaction
 - motivation to participate in DT initiatives

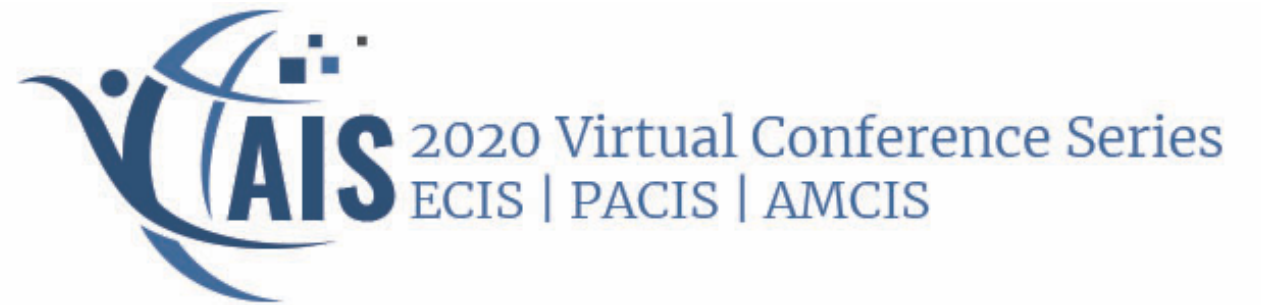


The proposed strategies can help employees take ownership of DT plans as well as their results, which is crucial to the success of DT initiatives.



Understanding and acting upon the reciprocal relationship between Employee Experience Management programs and using digital technologies for networking, ideation, knowledge-management, training, and empowerment is a promising approach to facilitate and achieve DT promises such as enhanced collaboration, innovation, and productivity.





Thank you!

