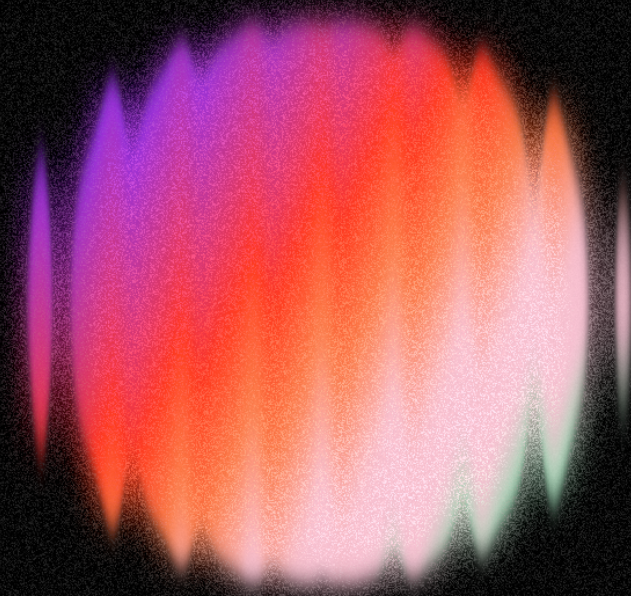


THE BRIEF BUYER'S GUIDE TO EMPLOYEE EXPERIENCE PLATFORMS



pyn



Why invest in employee experience (EX) now?

If you've accessed this guide, you're probably on board with investing in EX. Or, maybe you're looking for a few more data points in your own research. Maybe you need support in making the case for investing in EX to internal stakeholders.

Many companies in the startup industry have just been through a year that ended in large layoffs or "reductions in force." In November of 2022, it seemed like a new layoff announcement was around the corner. Many of these companies are still working through the best way to function as hybrid or fully remote organizations as well.

Now, for companies looking to invest in their people, there seems to be less budget but even more need to improve the employee experience. When you do find a platform you believe in, there's more need to present a business case with specific outcomes and ROI, or you may need (or be required) to remove other tools to gain a new one.

But meaningfully improving (including measuring) the employee experience has been challenging. Companies are turning to existing software that focuses on engagement or rewards, both part of (but not all) of the employee experience, because of a lack of options that truly focus on the full employee experience.

Workplace [researcher Jacob Morgan](#) describes most employee engagement initiatives as an "adrenaline shot" that amounts to a short-term fix. The companies that succeed in making real progress are the ones that think longer-term, he explains. "They're going beyond what engagement scores are telling them to do in the moment and redesigning employee experience, creating a place where people want, not just need, to work each day."

Investing in employee experience now will help you retain valuable employees, increase productivity, and support a better customer experience that directly affects your business's bottom line.

According to research from Harvard Business Review, companies that invest in EX were:

FAST COMPANY

Included 28 times as often amongst Fast Company's Most Innovative Companies



Found to have more than four times the average profit and more than two times the average revenue



Twice as often in the American Customer Satisfaction Index



11.5 times as often in Glassdoor's Best Places to Work

Forbes

2x as likely in Forbes's list of the World's Most Innovative Companies



4.4x as often in LinkedIn's list of North America's Most In-Demand Employers

What is an employee experience platform?

Because the employee experience encapsulates many touchpoints on the employee journey, it seems like nearly all HR software today is self-identifying as an Employee Experience Platform. Before you arrived at this guide, you may have Googled “employee experience platform” to help make sense of things.

And you likely would have found definitions like these:

- * “An umbrella term for the ecosystem of software, apps, and integrations that companies use for their **employee experience**.”
- * “A platform that lets a company design this multi-step, **multi-flow experience**, integrate it with all the various IT and HR applications needed, and abstract the user from the complexity behind the scenes.”
- * “Provides tools for improving the **employee experience** through employee feedback, recognition, and appreciation.
- * “Designed to improve **employee experience** and worker productivity through connection, growth and learning opportunities, insights, and alignment on business goals.”

Feels like a lot of industry jargon and marketing-speak? We agree. The through line here is that employee experience platforms help you improve the employee experience, which is only somewhat helpful as a definition. So, we kept digging for more clarity.

In the last year, many companies have launched Google ads on the search term “employee experience platform” and a third of them are directing visitors to pages on employee engagement or employee communications.

Even top software review sites like Capterra and G2 Crowd lack categorization, and therefore reviews, on Employee Experience Platforms.

This lack of clarity in the market tells us that when it comes to defining an Employee Experience Platform, the jury’s still out.

To live up to the promise of this section’s title, “What is an employee experience platform” we’ll offer our definition:

An Employee Experience Platform is software designed to help you focus on the most impactful employee moments, find a way to measure what matters, and ultimately take action that improves the employee experience at your company.

When seeking an EX platform, consider the challenges you’re looking to solve and find software that can do that for you.



Common challenges addressed by EX software

You likely have a challenge you're looking to solve already, but in case it helps define your problem statement or expand what you could achieve, here is a list of common challenges you can address using EX software.

- * Workplace information overload
- * Poor onboarding experience
- * Unprepared managers
- * Disengaged and underproductive staff
- * No recognition for important life events like birthdays or anniversaries
- * Confusion around return-to-work plans for new parents or those on medical leave
- * Out-of-touch communications around challenging topics like economic or social unrest
- * Lack of process around employee exits or high turnover
- * Little cross-functional collaboration regarding the employee experience

Consider what items on this list struck a chord with you. Think also of what challenges you had in mind when seeking out a buyer's guide to employee experience platforms.

Write down or record these challenges to help you narrow down the right EX platform for you.

Available EX platforms

The EX platforms we're highlighting in this guide have been included on multiple EX platform list roundups (so we think they've got a reputation) and of course we're throwing ourselves (Pyn, that's us!) in the mix because we believe our platform can help you improve the employee experience at your company.

Pyn is the only platform on this list with capabilities in employee journey mapping, which helps define and prioritize the work that needs to be done to ensure that the employee experience is top-notch. An employee journey map helps you identify the most impactful employee moments, and those that may be under-resourced, causing employees to struggle.

Pyn also enables you to automate communication, and therefore support, for those key moments that matter for employees. You can get data on what communications are being read and/or actioned, so you know that your employees are getting the support they need.

PLATFORM	PRIMARY FOCUS
Culture Amp	Employee Engagement, performance, development
15 Five	Employee Engagement, performance, retention
Awardco	Employee recognition, rewards
Worktango	Employee recognition and rewards, surveys, goals & feedback
Kudos	Employee recognition, rewards
Lattice	Employee performance, engagement, OKRs, growth, compensation
Pyn	Employee journey mapping, communication, development

Top tips for a successful EX platform demo.

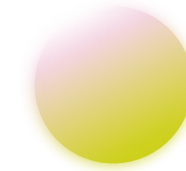
Once you've identified the challenge you're looking to solve with an EX platform and have an idea of a few platforms you think would be able to help you, it's time for the product demos. Two or three different demos are likely sufficient to help you make a decision on how to move forward.



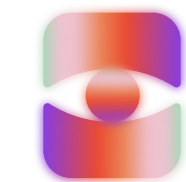
With your challenge in mind, review the solutions page on the vendor's website. For example, if you're looking to start with supporting managers at your company, does the vendor's solution page address how they would do that? Do they have case studies of customers that have overcome similar challenges?



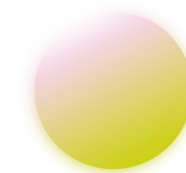
Review their platform overview if available. Many companies have platform or product overview videos. Access them if available, and write down any questions you have about the product to ask during your demo



Get the demo recorded. Usually product demos are recorded, but double check! This way you can review what was said word-for-word. Oftentimes, you can get a written transcript as well.



Make sure you build a connection between your investment in new software and current business goals/OKRs . It's likely that the challenge you're seeking to solve is already connected, like you have new hires that aren't getting up to speed and it's taking your team too long to do onboarding. A software that helps you onboard more efficiently helps both new hires and your HR team be more productive.



Have a plan to collaborate with stakeholders. Your EX team, CHRO, Head of People, finance, security, IT...are all likely to play a role in how you're able to onboard and successfully implement new EX software. They don't all need to be at the demo, but have a plan for sharing key takeaways when needed, and bring their key questions to the meeting to remove any roadblocks.



Don't be afraid to interrupt or take control of the demo. Ask your questions and make sure you are seeing the features that are most important to you, it's your demo!

Questions to ask

- * What are the biggest ways in which this can solve [these specific issues] I'm facing internally with [insert your challenge]?
- * What other customers do you work with currently? Look for customers like you, and if they're not similar, ask why.
- * How do you handle working with employee data? Are you GDPR and/or SOC 2 certified?
- * Does your platform integrate with [HR software] we're currently using?
- * How could this help streamline my existing processes for scale? How will this software grow with our company?
- * How quickly do your customers tend to get started with your platform? What's the onboarding process like? Ongoing support?
- * When is the best time to implement this given my other priorities?
- * What do your current customers struggle with? How do you address those challenges with them?
- * Are there any additional costs beyond the purchase price?
- * I'm invested in this solution, but I need support making the case internally, what resources can you provide? (Pyn provides an [ROI calculator](#), for example).
- * How can this product allow my team to work more collaboratively and efficiently?



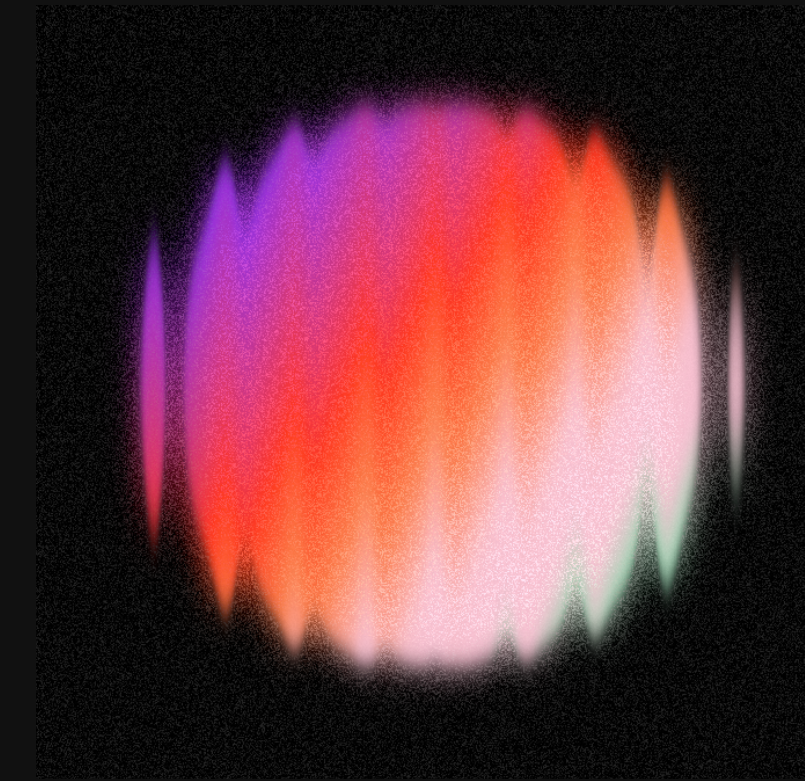
Signing on with your EX platform

After your product demos, you're probably able to narrow down your list of potential EX platforms to two or you may have just found the one. You can always follow up with additional questions after a demo, or ask for a testimonial call with a vendor's current customer. This is a great way to get a more nuanced review of the product and what it's like to work with the vendor.

When you're ready to make the purchase, you may have a procurement team who will help you coordinate with finance, security, and legal, or you may have to coordinate with those departments yourself.

In addition to the internal purchase process, make sure you have the next steps for implementation of your new EX Platform! Set up a meeting with your internal stakeholders to get a plan together for launch (including how you'll notify employees) and ongoing review of the impact on your employee experience.

We hope you'll consider Pyn, the employee experience platform that helps HR and EX teams build their ideal employee journey. With our free Employee Journey Mapper and automated employee communications that provide support at moments that matter, Pyn enables you to take action where it creates the biggest impact.



Learn more about our popular first use cases, onboarding and manager enablement, or browse our popular automations and integrations.

Schedule a demo with Pyn

[Book a demo](#)