Harnessing the Power of AI for Employee Experience

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pwc

Introductions

Stacia Wood

Workforce Transformation Partner

PwC

Carlee Wolfe

Associate Vice President, Leader Development and Org. Effectiveness

Hyatt Hotels Corporation

Chris Echelmeier

Employee Experience and AI Global Black Belt

Microsoft

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Employees have fundamentally changed their…

relationship with work

expectations of leaders

loyalty to their employers

It's time for a reimagined employee experience – one that puts people at the center.

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Building modern employee experiences that invite, empower & inspire.

We connect meaningful work to those who seek it, balance the needs of employees, companies, and stakeholders, and strengthen **trust and mutuality throughout the employee journey.**

from... Working for a paycheck
to... **Working for pay, purpose, and development**

from... Top-down, hierarchical, siloed culture
to... **Inclusive, one-company culture that creates belonging**

from... Rigid schedules
to... **Hybrid for desk-based, and more flexibility for the frontline; enabled by seamless technology**

from... Focus on customers
to... **Focus on employees, customers and other stakeholders**

from...
to... Well-being happens outside of the workplace
Well-being is central to great work and a driver of attraction and retention

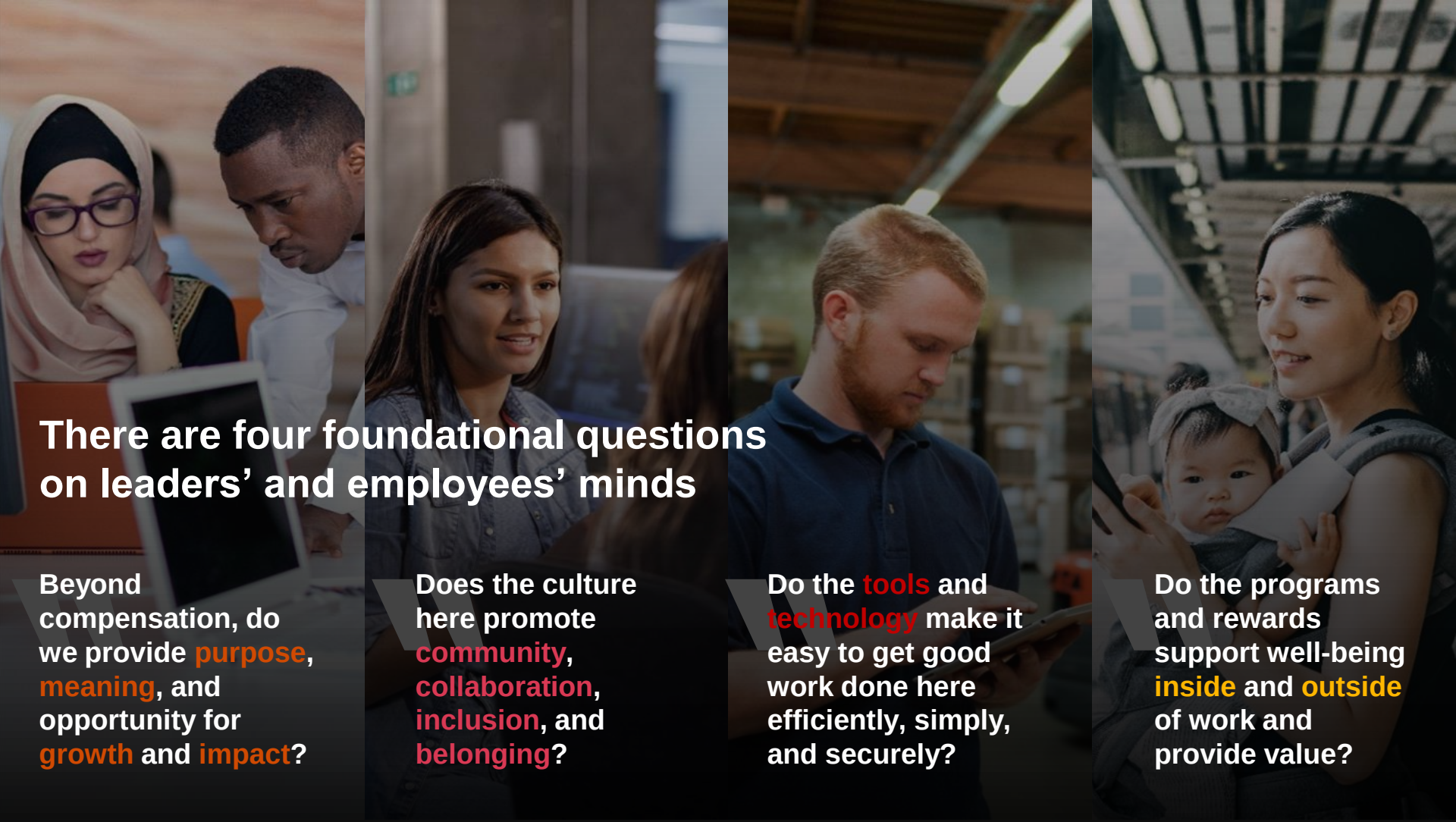
Keeping all employees at the center: desk-based, front-line, contingent, & third-party

Ownership of employee experience is expanding in the C-Suite

Trust in use of data and technology will make or break the employee experience

Understanding employee preferences can save money in an era of simplification and efficiency

Evolving talent strategies and business models are impacting brand, reputation, attraction and development



There are four foundational questions on leaders' and employees' minds

Beyond compensation, do we provide purpose, meaning, and opportunity for growth and impact?

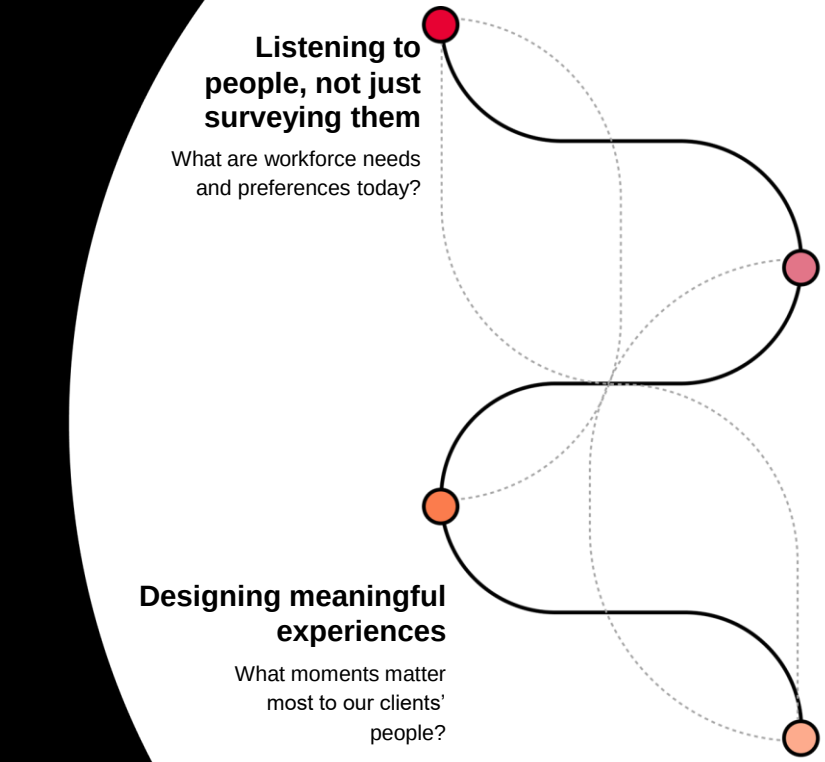
Does the culture here promote community, collaboration, inclusion, and belonging?

Do the tools and technology make it easy to get good work done here efficiently, simply, and securely?

Do the programs and rewards support well-being inside and outside of work and provide value?

OUR APPROACH

PwC's approach begins with listening to create empathy, understand needs and prioritize actions, while strengthening employee trust and creating business value.



Listening to people, not just surveying them

What are workforce needs and preferences today?

Prioritizing what is valued

What will drive value for the workforce and the business?

Designing meaningful experiences

What moments matter most to our clients' people?

Measuring & improving

How will impact be tracked and continuously optimized?

Continuously listen to turn real-time insights into action.

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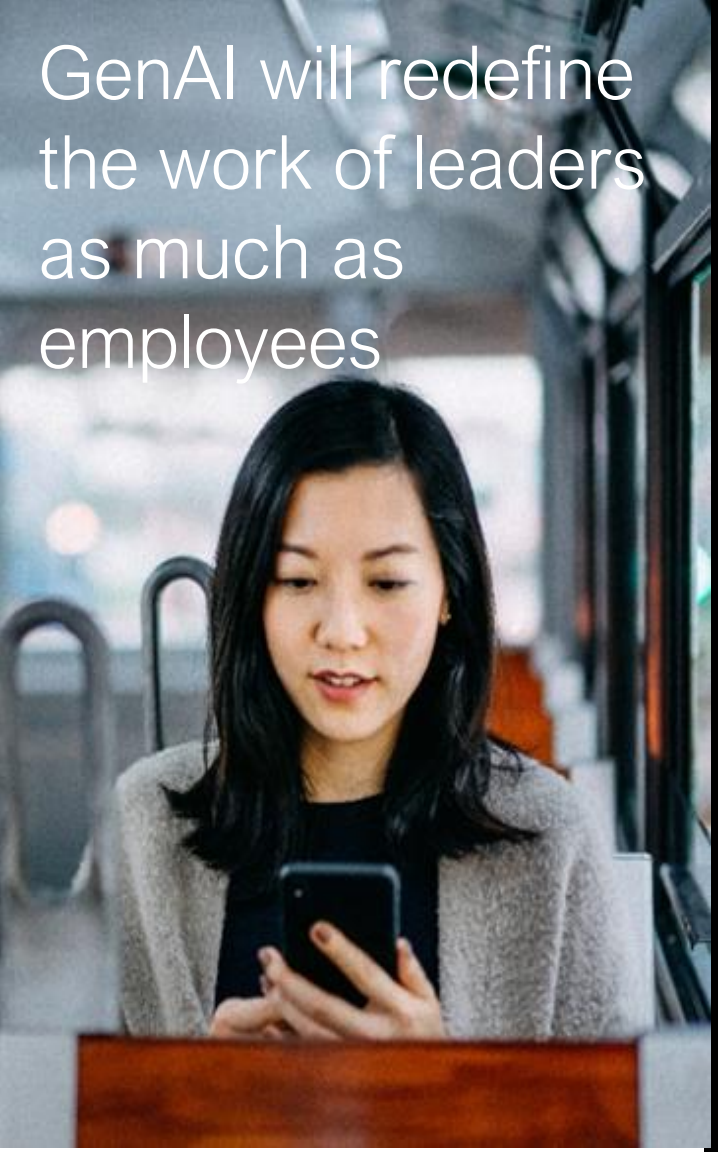
GenAI will redefine the work of leaders as much as employees



Employee sentiment

95%

of employees' value GenAI in the workplace, and 82% are starting to understand it

Magnitude of impact

44%

of US working hours are in scope for automation or augmentation

Driving reinvention

81%

Of companies view GenAI as key to reinvention

Everyone is affected

100%

of CxOs around the globe believe GenAI will impact workforce change

** PwC's 2024 AI Business Predictions*

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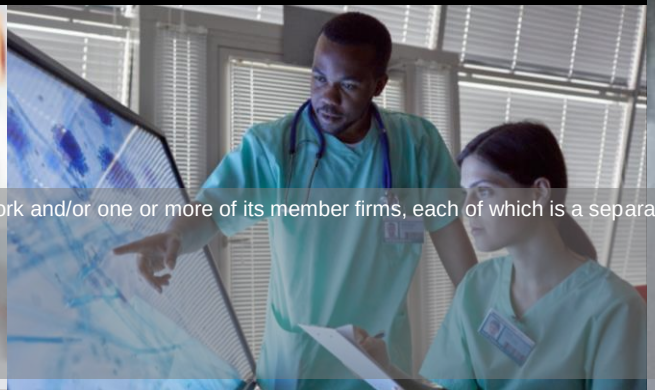
Questions:

- Both - How does your company think about and frame what employee experience means – what are the components that resonate most deeply?
- Carlee - I've spoken a bit around how employee's relationships with their employer has changed significantly over the past five years, what shifts have you seen across your organization?
- Carlee – As you evaluate these shifts how do you know? How do you gather insights from your employees that help shape your EX?
- Chris - GenAI as it relates to EX has been getting a significant amount of hype over the past year and it feels as if we are only scratching the surface – talk to me in general about how your company views the opportunities of AI as it relates to EX?
- Chris - Taking this one level deeper how are you seeing AI leveraged to simplify and streamline the technology infrastructure within organizations, reducing complexities and allowing employees to focus on high-value tasks?
- Carlee – Given the frontline population at Hyatt are you seeing specific examples or opportunities of how AI can alleviate mundane tasks and administrative burdens, freeing up employees' time and energy for more strategic and meaningful work?
- Carlee - How can AI-powered personalization enhance employee engagement by tailoring experiences, content, and resources to individual preferences and needs?
- Chris - Can you share any success stories or case studies where AI has significantly improved employee satisfaction and retention rates within you organization?
- Carlee - What are some practical ways in which AI can foster collaboration and seamless communication among employees, regardless of their physical location or time zone?
- Carlee - Can you provide examples of how AI has been used to drive bold outcomes in the workplace, such as improving employee experience, increasing productivity, or fostering a more innovative and agile work environment?
- Chris - How can AI-powered virtual assistants or chatbots be utilized to provide instant and personalized support to employees, enhancing their overall experience and reducing response times?
- Chris – How have you seen AI be utilized to monitor and promote employee well-being, by analyzing data related to stress levels, work-life balance, and suggesting personalized wellness activities or interventions?

Thank you!



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