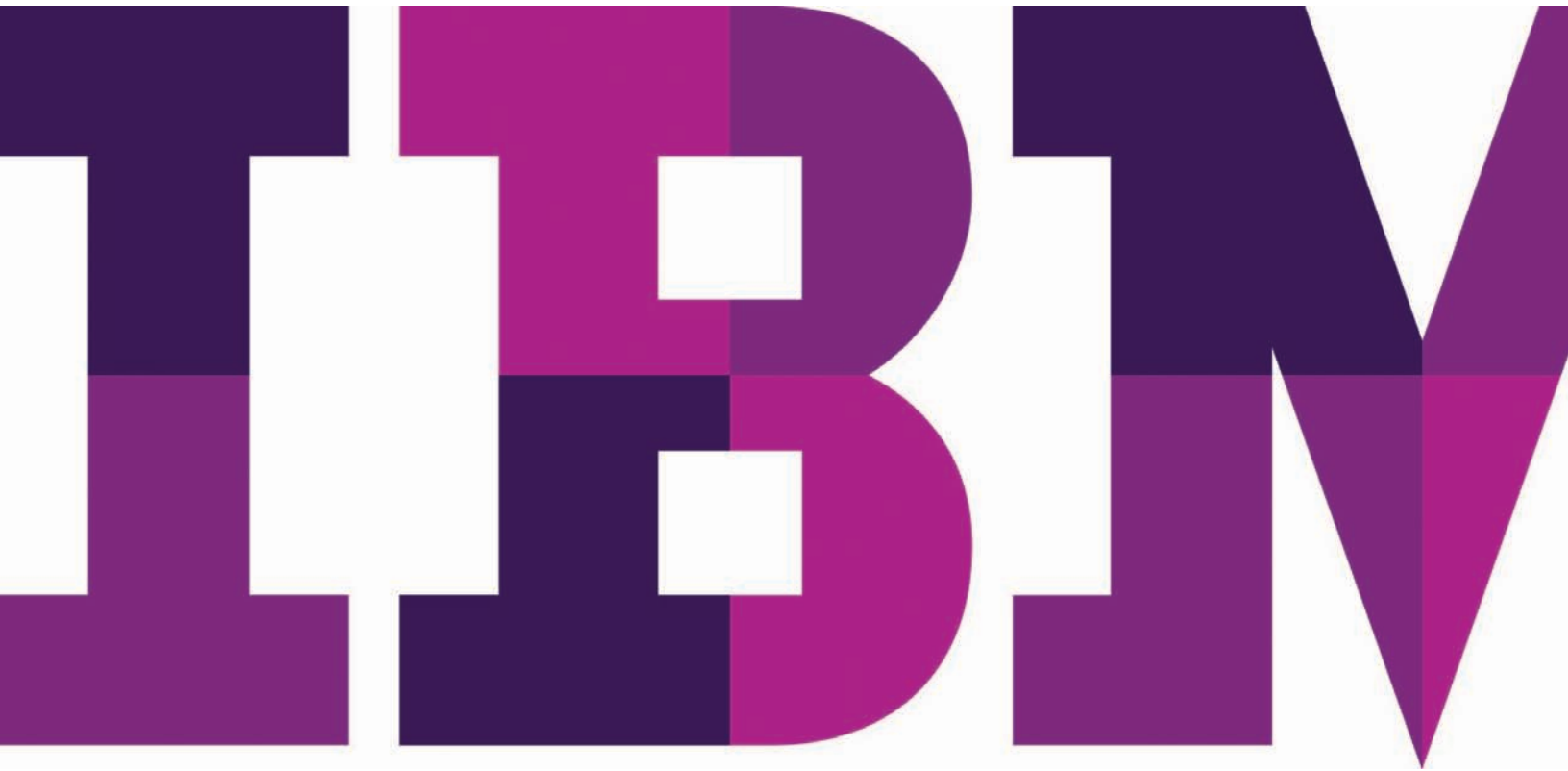# Transforming your employee experience with AdviseHR

IBM

An invitation

How your employees feel about HR support directly impacts their attitudes about your company. AdviseHR, an integrated self-service tool suite by IBM, is designed to fuel a truly differentiated experience—one in which your employees are empowered to be intelligent and innovative. The result? Employees who are not just satisfied but also passionate about your organization.

Perhaps you already use self-service applications in your HR operations to some extent. But to create a true next-generation employee experience, your challenge is to weave those disparate tactical tools into a broader strategic solution. With that in mind, we invite you to explore **AdviseHR**. We can show you how AdviseHR helps harness the collective and individual intelligence of your employees, simplify their diverse tasks, and create meaningful collaborations among colleagues. The result? More fully engaged employees who can drive innovation and competitive performance.

AdviseHR: The foundation of the employee experience

AdviseHR is not simply a package of tools. An employee's holistic, day-to-day life is more than a sum of transactions. The employee experience should be the integrated, branded identity of HR that greets, informs and empowers every stakeholder. AdviseHR Portal is designed to be structured yet flexible, adapting to your corporate look and feel. Our single sign-on technology and design integration provides one continuous experience as your employees navigate around the HR domain.

This is a case of the sum being greater than its parts. Through AdviseHR technology components such as Contact, KnowledgeBase, and Chat, AdviseHR Analytics collects timely, accurate data that can be used for analysis and planning—and further enhancements to the employee experience. And with AdviseHR Mobile, your employees can access key HR functionalities while on the move.

Portal power: creating a more consistent, flexible experience

For an employee experience to be satisfying, access and information must flow with ease and timeliness between employees and HR systems. **AdviseHR Portal** provides flexible technology components that facilitate more productive, intelligent interactions. The wrapper-based portal creates an experience that is consistent with your organization's branding and user interface design. The employee and manager self-service channels are designed to be intuitive, requiring little training but also allowing for exploration and innovative use. And just in case your employees encounter an unexpected challenge, we've embedded complete help and support throughout.

The AdviseHR Portal integrates with the robust overall AdviseHR employee and manager experience, including Contact, Chat, KnowledgeBase, Analytics, and Mobile, and can accommodate almost any existing intranet solution. Table 1 summarizes some key features and benefits:

Table 1. AdviseHR Portal Features and Benefits

Feature	Benefits
• Personalized and role aware	Drives client-specific information and actions
• Interactive organization chart	Helps make manager actions more intuitive, and allows your employees to navigate the organization more effectively
• Complex checklists	Helps simplify complicated procedures, such as onboarding new hires, for both managers and employees
• My Alerts notifications	Drives user to required activities in a timely fashion
• Rewritten, contextual help for the "How do I" section	Helps provide tailored, timely assistance based on client's task and location within the portal
• Personalized "quick links"	Allows both HR and employee to customize frequently used tools and information
• Complete integration with the contact center	Promotes knowledge sharing across the integrated tool suite
• Advanced search capability within a transaction page	Facilitates easier access to information needed to complete the transaction

Keeping contacts in context

Contact information provides value above and beyond a basic transaction. **AdviseHR Contact**, our contact management component, shares this intelligence across the employee experience system. From a tactical perspective, AdviseHR Contact serves as the single point of aggregation for all contacts—chats, emails, phone calls, electronic forms and beyond. It provides one of the most efficient workflows available and tracks contact resolution. AdviseHR Contact includes voice, chat, email, fax and mail compatibilities, as well as integration with social media and a full range of end-user devices, from laptops and PCs to smart phones and tablets.

AdviseHR Contact's customer service representatives enjoy an online interface that allows them to document and monitor requests and access key support information. It's all about integration and intelligence. Contact management houses employee contact history (who they contact, by what channel, for what topic, what was the resolution), providing a complete repository of interactions with HR services.

This data, integrated across the system, can provide you with intelligence such as statistics and trending on contact categories and volumes. This helps you to target and create initiatives such as additional content, proactive communications, training and education. For example, after conducting such an analysis, one large drugstore retailer uncovered a need for more extensive content and improved processes around regulations governing unpaid leave.

The brains behind the system

AdviseHR KnowledgeBase technology determines the content your employees see in their AdviseHR portal. It drives all dimensions of the employee experience—whether answering common questions about HR policy, plans, programs, processes and procedures; providing a contact center rep with exactly the background data they need to answer a complex query; or seamlessly directing an employee to another online tool or application.

AdviseHR KnowledgeBase's design uses time-tested knowledge management standards to collect and manage data. We use advanced methodologies around taxonomy, navigation and content management that integrate content across the entire system. The result is a sophisticated environment that captures what content is required, by whom and for what purpose—and infuses the employee experience with intelligence.

The end result? Delivery of the right information to the right person at the right time, as well as data that can provide actionable insights on improving the employee experience.

Employees love to chat

One of IBM's larger customers indicates that employee satisfaction is higher with the **AdviseHR Chat** channel than with call or email channels. And guess what? Advise HR Chat is an extremely cost-effective, productive channel—for both employees and customer service representatives. This technology has transformed the way in which a global airline's employees interact with HR—60 percent of questions now arrive through chat.

Not only is AdviseHR Chat efficient, it's also synthesized with the AdviseHR Contact and AdviseHR KnowledgeBase. This synergy monitors the number of chats your employees engage in and maintains an accurate contact history record that includes details like previous queries initiated and via which channel. The system even knows which portal page the employee is using to initiate the chat, providing the contact rep with helpful insights. AdviseHR Chat also includes an integrated feedback and continuous improvement capability. On an ongoing basis, the system collects data through customer relationship management (CRM) integration, scripted messages and transcript reviews as well as post-chat surveys. This way, you can continue to enhance the employee experience through a favorite channel.

Mining for gold: data about the next generation employee experience

AdviseHR Portal shares information across contact management, knowledge base technology, chat and voice functionalities. And with **AdviseHR Analytics**, you can benefit from a wealth of data around how your employees are using the portal: self-service usage, web trending, transactional activity, contact volumes and types. We can capture and aggregate the data, as well as display its complexities in a concise, actionable format. Perhaps your company changes its 401K plan—with huge implications for your employees. You can track activity around that information, such as the number of hits to those pages, subsequent searches, volume of requests for clarification and more. This empowers you to proactively identify and resolve issues. One global client used this reporting and analytics component to reduce repeat contacts by as much as 10 percent or more through root cause analysis.

Moving targets: addressing the needs of increasingly mobile employees

We've all experienced how technology has blurred the boundaries between our work and personal lives. Employees may submit vacation requests or research benefits information on the way to a sales call—or while waiting in line at the grocery store. Because we understand the need to access information and systems from diverse locations, **AdviseHR Mobile** delivers apps built specifically for the device being used, including a variety of smartphones and tablets. The result is a mobile mini-portal with a subset of portal functionality that focuses on common tasks, such as time entry, work lists, knowledge base, and email and chat access to service centers and payslips. With AdviseHR Mobile, your employees are just a few keystrokes away from their key HR information at virtually any time.

Table 2. AdviseHR Overall Features and Benefits

Feature	Benefits
• Integrated suite of self-service tools and streamlined processes	• Improves productivity and satisfaction for employees, managers and HR staff
• Greater volume of transactions handled through integrated processes, people and technology	• Helps reduce cost • Frees up HR staff to focus on strategy
• Structured yet flexible design utilizing portal "skins"	• Adapts to the look and feel of customer interface • Integrates with virtually any existing intranet solution
• Integrated system with accessible, reportable data	• Provides actionable insights that can enhance the employee and manager experience • Creates client-specific, personalized and role-aware interactions
• Employee ownership of their HR data	• Improves the quality of HR information
• Multiple contact channels, including voice, email and chat	• Allows employees to contact HR through their preferred channel • Maintains virtually all contact history within single employee record
• Global contact centers and global language capabilities	• Provides around-the-clock, multilingual support

The most valued asset of any organization

HR is all about people. It's about making the lives of your employees simultaneously easier, more productive and more rewarding. Our AdviseHR integrated self-service tool suite can play a powerful role in enhancing the employee experience. In fact, this solution, along with industry-leading training, coaching and content enhancement processes, can support market-leading first contact resolution rates. Think about it:

• Knowledge tailored to your employees' needs and interests
• Multichannel and mobile options for interacting with HR services
• A more consistent experience no matter which channel is selected
• The ability to capture information generated by those interactions
• The expertise to turn that information into intelligent, actionable insights

Ultimately, an employee experience management system isn't so much a standalone technology venture as it is collaboration among people, processes and technology.

You need a tighter integration among all three to truly create an extraordinary experience. A transformation awaits you. Are you ready to begin?

For more information

To learn more about how AdviseHR can transform your employee experience, contact your IBM representative via hro@us.ibm.com or visit the following website: **ibm.com**/services/hroutsourcing

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