

An LDS Case Study

An award-winning employee experience that transforms an organization and future-proofs the workforce

Business Challenge

An industry-leading financial services company undergoing a global business transformation chose LDS as a partner in its digital strategy and design. Enabling growth, economic progress, and operational excellence were the goals at the heart of the engagement. Understandably, people readiness in meeting new marketplace demands was crucial, and priority was given to building sustainable organizational capabilities in leaders, managers, and in HR – to attract, grow and lead the workforce of the future. Additionally, the

company needed to create a meaningful employee journey for its global workforce, making employees feel supported, productive, empowered, and immersed in the organization's culture. And, of course, this needed to happen while improving operational efficiencies throughout the organization.



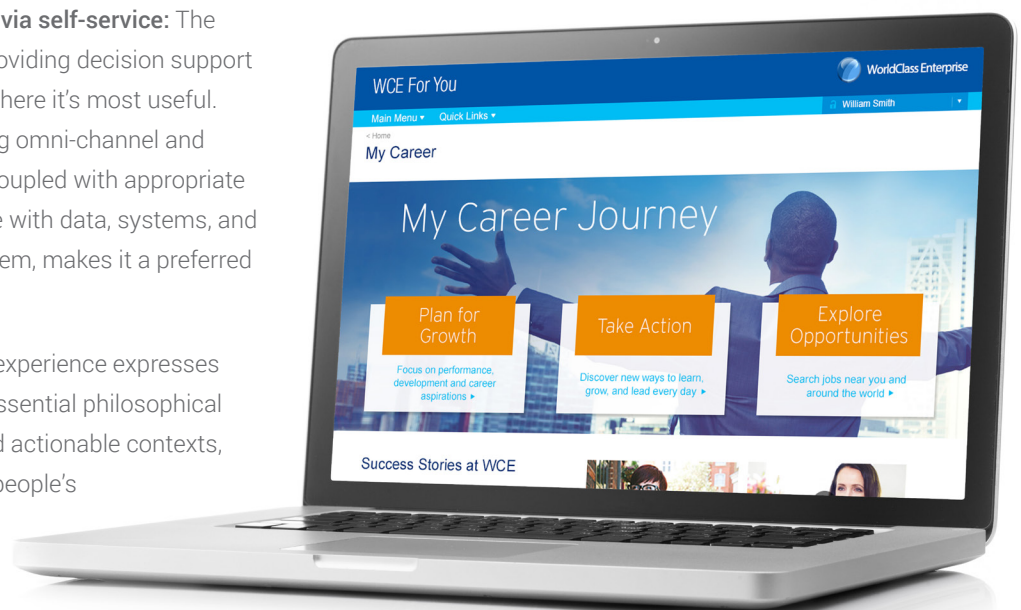
The Solution

LDS crafted a consumer-grade global digital employee experience, complete with targeted capabilities for new hires, employees, managers, and HR professionals. In every aspect of the new solution, the design was acutely aligned to the goals of transformation. The solution promotes cultural change, talent development, and operational effectiveness through rich, relevant, and contextual experiences for all constituents – all tailored to the business consumer’s role, business unit, geography, and local language. In this expansive and complex solution, a few capabilities stand out:

- **Enable the employee journey.** The new experience provides a wealth of knowledge and guidance that inspires people to take ownership of their career journeys. It helps connect people to form strong partnerships within the organization and to engage towards productive outcomes for the individual and the organization at large. For new hires, the transition is seamless, from before Day 1 to the onboarding experience, through the entire career journey.
- **Champion managerial excellence:** Manager empowerment is reinforced in actionable leadership contexts, encouraging managers to be effective coaches and mentors in leading their team. Decision support and guidance empowers them to make good decisions, take action, and guide their team on their career paths.
- **Achieve operational excellence via self-service:** The solution is an effective Tier 0, providing decision support and guidance in the scenarios where it’s most useful. Digital-first capabilities (including omni-channel and analytics at the point of need), coupled with appropriate context when connecting people with data, systems, and transactions across the ecosystem, makes it a preferred channel for self-service.
- **Promote culture in action:** The experience expresses and models the organization’s essential philosophical commitments in meaningful and actionable contexts, making them highly relevant to people’s work to promote desired mindsets and behaviors.



The experience provides me endless opportunities as a manager to help me lead and guide my team!"



Our Approach

To realize this digital transformation, LDS leveraged its holistic methodology, **"The Logical Approach."** Our unique approach carefully considers all the dimensions and trade-offs of business goals, experience outcomes, ecosystem complexities, operational impacts, organizational readiness, and IT strategy to define an **experience strategy and a two- to three-year roadmap** to realize the designs. This multi-year transformation required deep partnership, trust, and shared empathy with stakeholders and business consumers alike.



It provides real ideas and learning opportunities to explore different career routes and take the lead in my own career progression"

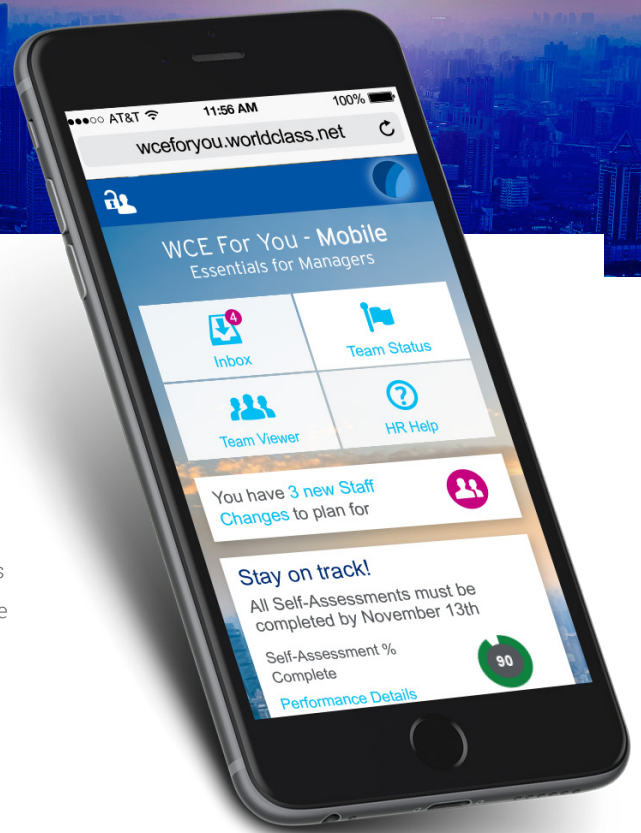
The Benefits of The Logical Approach

- Working across organizational silos to engage stakeholders from businesses and functions to align around enterprise common goals and capabilities
- Performing business design to achieve a global common experience, with only necessary variability
- Mitigating pain points while seizing optimization and digital innovation opportunities
- Rationalizing the organization's many business initiatives, programs, and systems into a cohesive, meaningful user experience
- Adopting people-centric approaches that factored the user's perspective and catered to both their common and unique needs. Ongoing user participation supported the iterative design process and provided input into adoption plans
- Harnessing the power of digital-first capabilities, including integrated social, omni-channel, mobile, cognitive computing, and point-of-need analytics to improve decision-making
- Harmonizing a complex ecosystem with well-defined roles and relationships among digital properties. The resulting leaner, more purposeful digital landscape helped create a seamless experience for business consumers and maximized the value of digital investments for the business
- Partnering with IT stakeholders to create a compelling experience through a digital-first foundation – driving alignment with the overall IT strategy



Results and Impact

The result is an **employee experience that drives a successful global transformation** for the organization. It supports the changing role of leaders and managers and provides employees the personalized services and resources they need to own and define their career journey. It truly is a win-win, both for the business and for its people.



For people, this new digital experience is:

- A branded experience that feels and works like the modern, consumer-grade platform that business consumers expect from their organization
- A personal assistant that alerts and guides people to important resources and assets anywhere, when they're needed the most
- A people-centric solution providing content and context to deliver a simplified self-service experience across multiple devices, touchpoints and channels
- A digital-first experience that seamlessly integrates mobile, social, cognitive, and emerging IoT technology to advance the employee journey
- The place where employees engage and manage their career journeys – finding meaningful opportunities to connect, participate, and lead across the organization

For the business, this new digital experience is:

- A reliable, transparent channel for people from around the globe, creating connectivity and alignment to desired behaviors and to the company culture
- A global solution that effectively adapts to local, regional and BU data, process, and system differences to be both highly relevant and appropriately standardized
- An efficient channel for service delivery that gets people to the right place, to act on and leverage data and functionality (without replicating ecosystem assets)
- A holistic channel for assimilating, engaging, and guiding talent to pursue their career aspirations
- A channel that builds desired organizational capabilities needed in the transformed digital organization of the future

Awards

Our **solution** won several prestigious industry awards including the Gold Quill award from the International Association of Business Communication (IABC) and the international Interactive Media Awards (IMA) Best in Class award.



About LDS

We are a digital strategy and design consultancy for the enterprise. For over 25 years, LDS has helped market leaders realize their most important business and people strategies through technological innovation.

Our expertise is inside the enterprise. Our purpose is to help large organizations operationalize their digital transformation for every employee. Our work is focused on the win-win outcome – where business performance is elevated, and where people feel valued and empowered in their work.

Clients come to LDS because of our reputation for intellectual rigor, our foundation in visionary experience strategy, and our commitment to enabling digital transformation for businesses.



KEY STATISTICS



Fortune 50 Financial Services Institution

\$8M cost savings realized in first year



213,000 employees

36,000 managers



4,000 HR professionals

160 countries



11 local languages

- Digital properties include: SharePoint, PeopleSoft, Data Warehouse, Learning Systems, Talent System, Payroll & Time Systems, Collaboration Platforms, BU Sites, Enterprise Platform Capabilities (e.g., search), Third-Party Vendor Solutions, Workday, ServiceNow.



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