

Employee Experience Management Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

2020 accelerated the shift to focus on workforce needs, and the employee experience (EX) market broadened, with several new IT services vendors and human capital management (HCM) vendors combining with an existing highly fragmented point solution vendor market. Business consulting firms focus EX strategies including strategic alignment, business process redesign, leadership development, change management, and transformation.

EX was strongly associated with surveys, well-being, recognition, and reward and has now broadened to full-fledged digital experiences with personalized, AI- and ML-driven platforms that include upskilling, diversity, equity and inclusion, corporate social responsibility, and self-service initiatives in a unified, frictionless platforms and to embed tailored employee journeys and new experiences in the flow of work. Analytics provide insights to enhance team and individual paths. Mature EX programs lead to greater organizational resilience and more satisfied employees.

The *Employee Experience Management Strategies* program explores these trends, the competitive landscape, and the impact of EX on organizational performance, particularly as the war for talent heats up.

Markets and Subjects Analyzed

- Market for employee experience management software and services
- Employee surveys and listening
- Diversity, equity, and inclusion
- Corporate social responsibility impact on engagement
- Upskilling opportunities
- Employee well-being including mental, physical, and financial
- Analytics
- Digital EX embedded into the flow of work — unified platform
- EX effects on business outcomes and organizational and digital resilience
- Relationship between EX, CX, and business impact

Core Research

- Market Forecast: Employee Experience Software and Services
- IDC MaturityScope: Employee Experience
- EX Buyer Perception Vendor Survey, EX Maturity Survey
- MarketScope: Employee Experience

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Employee Experience Management Strategies](#).

Key Questions Answered

1. What are the key trends in the employee experience markets?
2. Who are the leading players in the employee experience markets, and what are their characteristics? Who are the market disruptors?
3. What is the buyer spending on employee experience software and services?
4. What is the relationship between employee experience and business performance?
5. What are the keys to success from both a vendor and a buyer view in these markets?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of providers in the employee experience market, including but not limited to:

15Five, Accenture, Achievers, ADP, Alight, Aon, Bain, BambooHR, Beekeeper, Benevity, BetterUp, Bonfyre, Bonusly, BCG, BrightPlan, Brightside, Calm, Captergini, Ceridian, Cognizant, Cornerstone, Culture Amp, Deloitte, Eightfold, Engage2excel, EnterpriseAlumni, Epic, EY, Fitbit, Fond, Friendfi (Qarrot), Genpact, Glint, Gloat, Halo, Headspace, Humu, IBM, Kazoo, Korn Ferry, KPMG, Kudos, Lattice, LifeWorks, Limeade, McKinsey, Medallia, Mercer, Microsoft, North Highland, O.C.

Tanner, Oracle, PA Consulting, Peakon, Perceptyx, PTO Exchange, PwC, Qualtrics, Quantum Workplace, Reward Gateway, Sage, Salesforce, SAP SuccessFactors, ServiceNow, SocialChorus, Threads Culture, TINYpulse, Thrive Global, UKG, Unmind, Virgin Pulse, Visier, Vitality, Willis Towers Watson, Workday, WorkForce Software, and Workhuman.