Category

Digital Transformation

Employee Experience & Digital Workplace Transformation Playbook

Treating employees as the users of internal digital tools, not just recipients of whatever IT deploys

- Practitioner
- Intermediate
- Template Included

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- 3 minute(s)

Overview

A framework for transforming the digital workplace — the tools, systems, and processes employees use daily — with the same user-centered design discipline typically reserved for customer-facing digital products, since poor internal digital experience quietly drags on productivity and engagement.

Isn't this basically just an IT infrastructure project?

Digital workplace transformation touches IT infrastructure, but the actual goal — employees genuinely able to work efficiently and happily with their daily tools — requires user-centered design discipline that a pure infrastructure lens misses.

How do we justify investment in internal tools when the ROI is

harder to measure than customer-facing initiatives? Poor digital workplace experience has measurable costs — time lost to inefficient tools, disengagement, and turnover — even though these costs are more diffuse than customer-facing revenue impact. The framework below includes specific ways to measure and communicate this ROI.

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