



SD Worx

HackHR Hackathon

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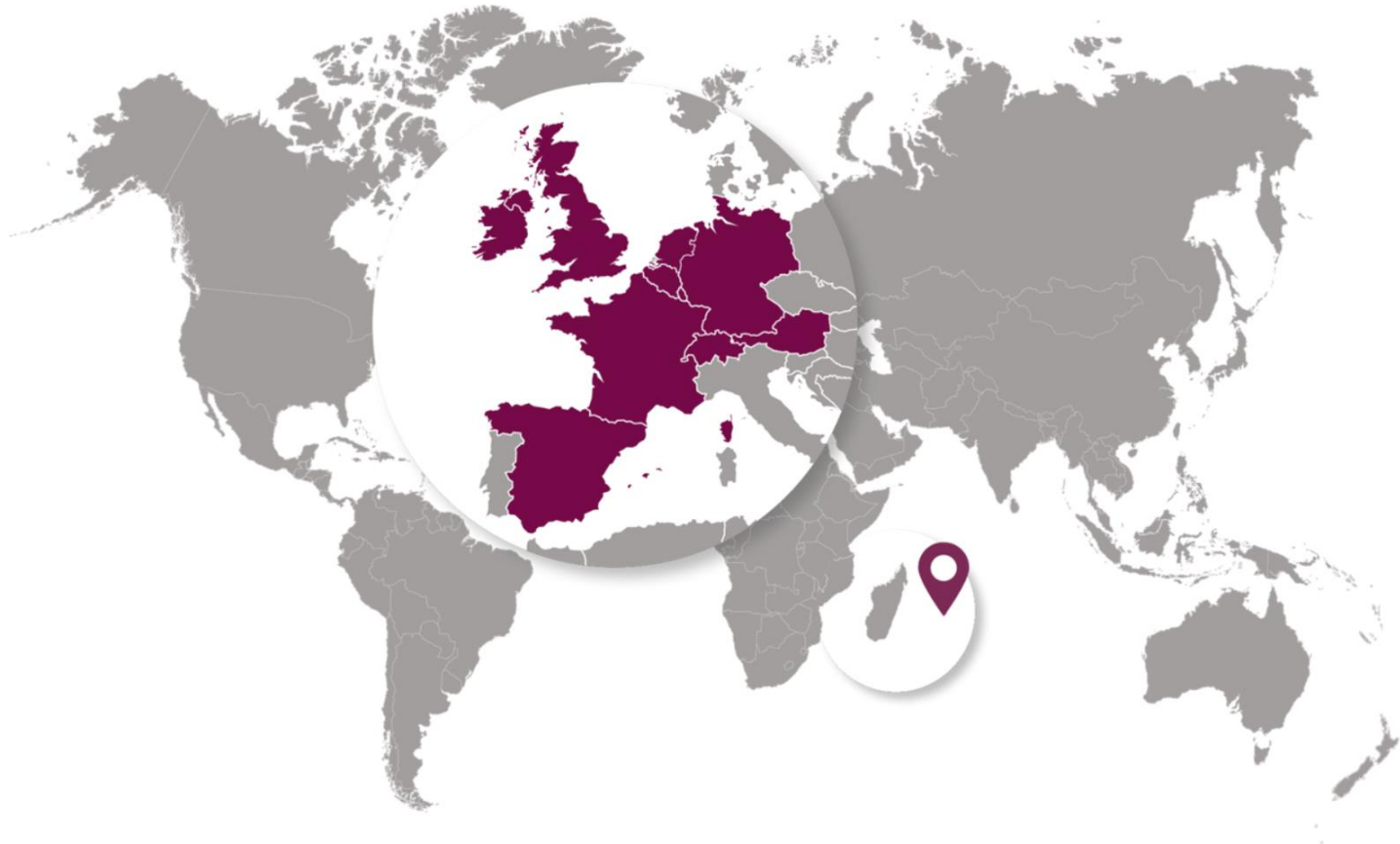
Nico Van Goethem - Architect



01. **About SD Worx**

About SD Worx

We are a leading provider of people solutions
with European roots and global reach



Facts & figures SD Worx

- We possess **75 years of expertise**
- We employ **4.600 + HR professionals**
- We serve **4 million+ employees** every month
- We send out **5,500 temp workers** every day
- We serve a **client base** of over **70,000 +**
- We increased our revenue to **€768 million** in 2019

About SD Worx

NEEDS Employee journey

Staffing & recruitment

Look for a worker + hiring

Core HR

Add worker info, request assets

Payroll & Reward

Get calculated & payed !

Workforce mgmt

Planning / Absence

Talent mgmt

Evaluation

VALUE How we help

Technology

Provide software, tooling, ...

Outsourcing

Provide people to do the work

Expertise

Answer questions, assist,
share knowledge

Insights

Provide benchmarks, predictions,
statistics, ...




02. **Employee engagement**



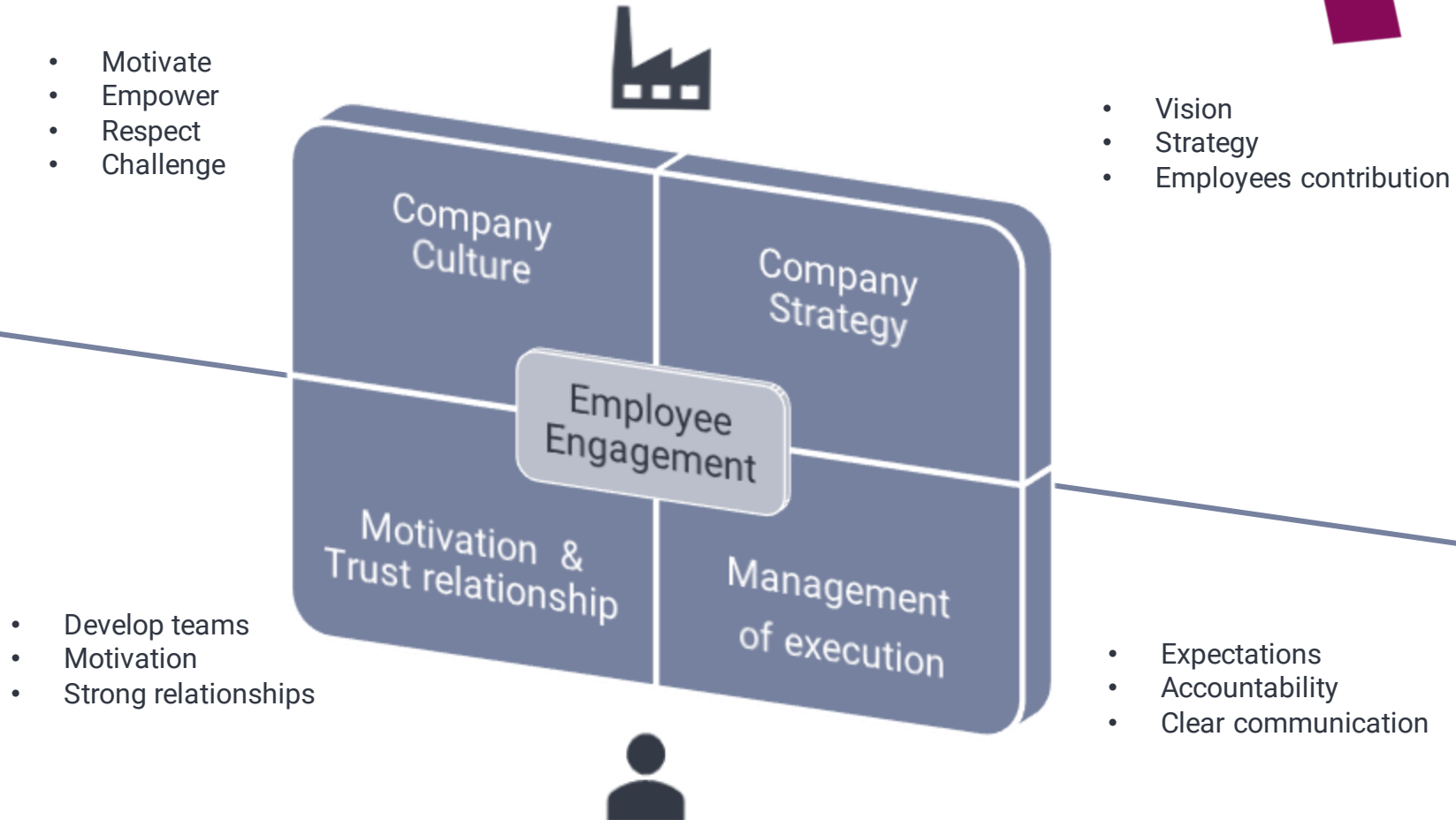
**How passionate employees feel
about their jobs & feel
connected to the organization,
and are committed to go for the
extra mile.**

 Employee engagement - Definition

The background of the slide features a dark, semi-transparent image of two women standing and talking. Behind them is a whiteboard with handwritten notes. At the top, 'DEVELOPER JOURNEY' is circled. Below it, a flowchart shows 'SIGN-UP' leading to 'USE API', which leads to 'PROVIDE FEEDBACK'. A box labeled 'FEEDBACK' contains the sub-points 'email', 'feedback platform', and 'survey'. Below this box is a 'REVIEW' box. At the bottom, 'API LAUNCH' is written twice, separated by a dashed line. Three large red exclamation marks are positioned on the right side of the image.

Employee engagement != Employee satisfaction

Components of employee engagement



Why is it important ?


- Drives performance
- Company vision & strategy
- Growth & innovation
- Retain & attract talent
- Sense of purpose → decision making

Drivers of engagement

- Employee's personal resources
- Employee perceptions of job importance
- Employee clarity of job expectations
- Career advancement / improvement opportunities
- Regular feedback and dialogue with superiors
- Quality of working relationships with peers, superiors, and subordinates
- Perceptions of the ethos and values of the organization
- Effective internal employee communications



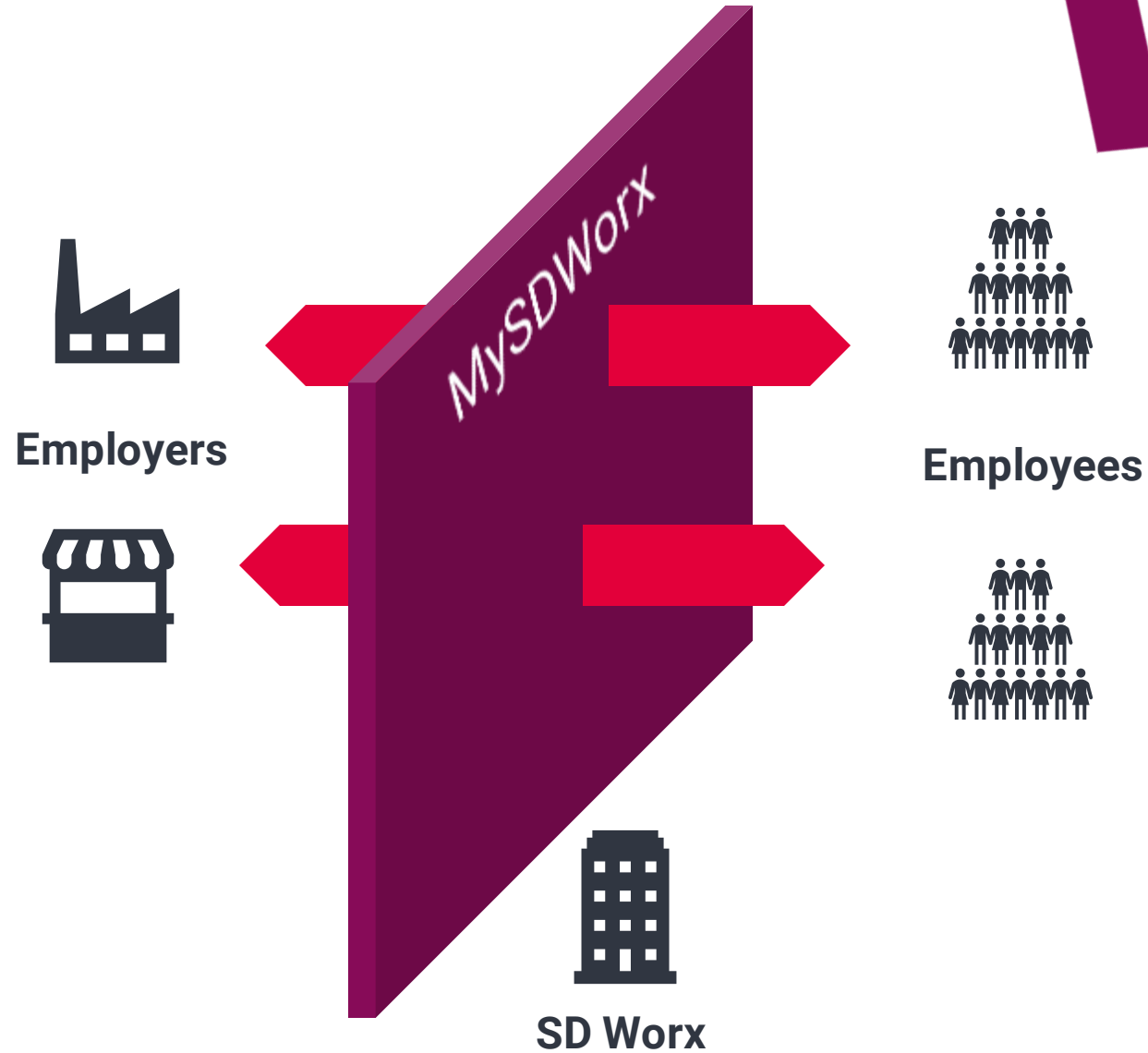
03. **Hackathon Challenge**

The background of the slide features a dark, semi-transparent image of two women standing and talking. Behind them is a whiteboard with handwritten text and diagrams. The whiteboard includes the title 'DEVELOPER JOURNEY' in a circle, a flow 'SIGN-UP -> USE API -> PROVIDE FEEDBACK', and a box containing 'FEEDBACK' and 'REVIEW'. There are also some smaller, less legible notes like 'API' and 'email feedback platform services'. Three large, thick red diagonal lines are drawn over the right side of the image, pointing towards the center.

What could you build that we can offer to our customers to increase their employee engagement ?

Digital Channels : MySDWorx

- Web
- Mobile
- Conversational



Scale, Frequency & Retention

SCALE

1

how many people are using our platform ?
We need an extensive userbase in order to be interesting for partners and third parties wanting to be present on our platform

FREQUENCY

2

how often do people visit ?
We need users to visit our platform with high frequency to be able to constantly bring value and provide as many touchpoints as possible between our users and 3rd parties

RETENTION

3

how long can we keep people coming back ?
Users need to keep returning to our platform,so we can keep growing our userbase. We want to do this by a top notch UX and provide as much value at the fingertips of the user as possible

Scale, Frequency & Retention: you need all three of them !

Scale + Retention :

No frequency: A lot of people keep coming back but only once in a while

Scale + Frequency :

No retention: a lot of people come by very often but only during a short period of time

Retention + Frequency :

No scale : people come by often and during a very long period of time, but they are few

Things to keep in mind



- Blue vs white collar worker
- Contingent workers
- Company size (SME, LE, Gov, ...)
- International context
- Scalability
- Reuse of our digital channels
- Measure ROI
- GDPR

Existing Components

- Identity/Onboarding
- Notifications/Messaging
- User Groups
- Surveying
- Internal communication
- Digital channels



Adaptive Cards

- <https://adaptivecards.io/designer/>





Questions

