



An Introduction to Human Experience Management (HXM)

## Unit 2: What's the Difference Between HCM and HXM?

What's the Difference Between HCM and HXM?

## Comparing Human Capital Management (HCM) and Human Experience Management (HXM)

**Human Capital Management (HCM):** methods for hiring, managing, developing, and retaining employees that support company goals

**Human Experience Management (HXM):** methods for creating work experiences that align employee wants, needs, and expectations with company goals

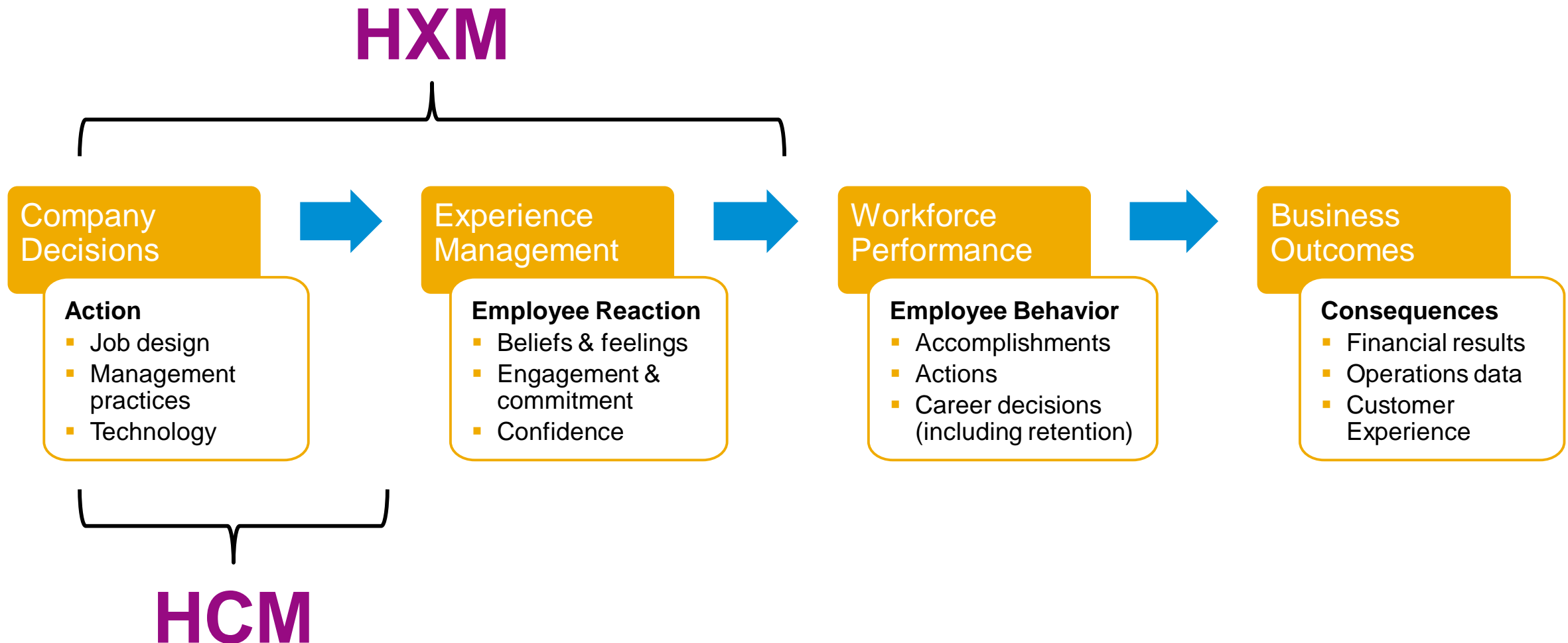
HCM focuses on company needs first and often treats employee needs as secondary. HXM focuses on the employee and the company simultaneously.

HXM is not about putting employee needs above company needs. It is about recognizing that the company cannot achieve what it needs if it does not consider what employees want.



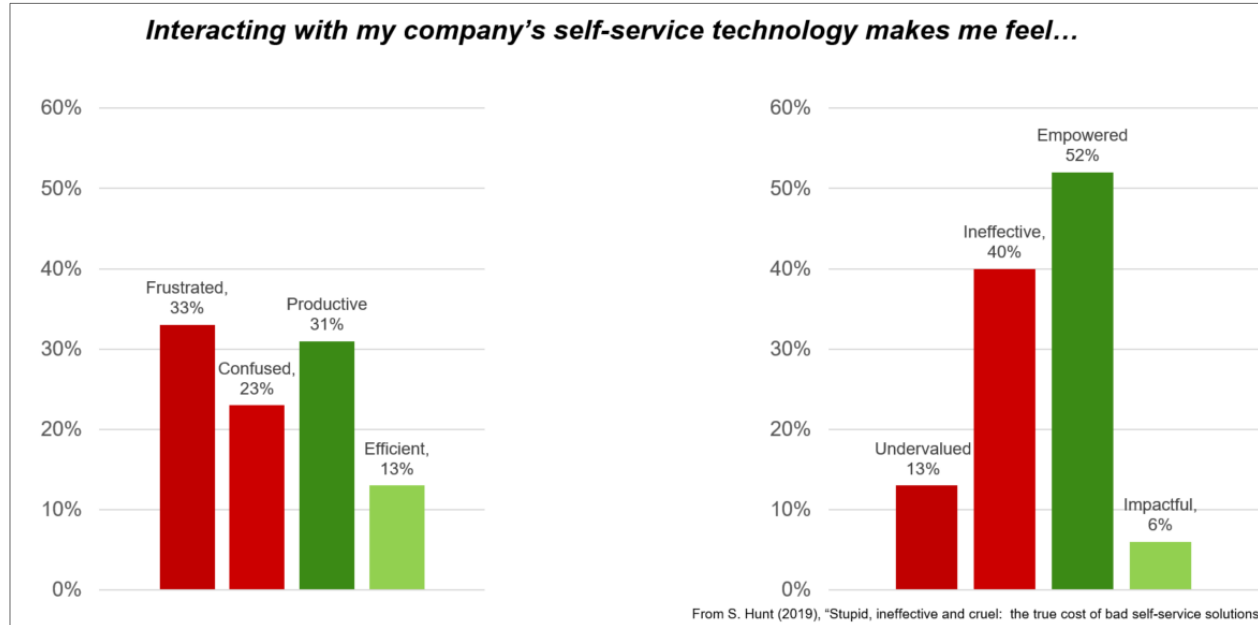
What's the Difference Between HCM and HXM?

## Comparing Human Capital Management (HCM) and Human Experience Management (HXM)



## What's the Difference Between HCM and HXM?

# Shaping and managing Employee Experience: The role of technology



**90%** of C-suite executives say their company pays attention to people's needs when introducing new technology.

**53%** of staff say the same.

■ C-suite Executives ■ Staff

Base: 12,287 full-time employed adults. Supervisors (8,331); Non-supervisors (3,956).  
Source: PwC's Consumer Intelligence Survey, August 2018.

## Using technology to create positive experiences across the career lifecycle

### Finding Work

- ✓ Identifying opportunities
- ✓ Applying for positions
- ✓ Joining organizations

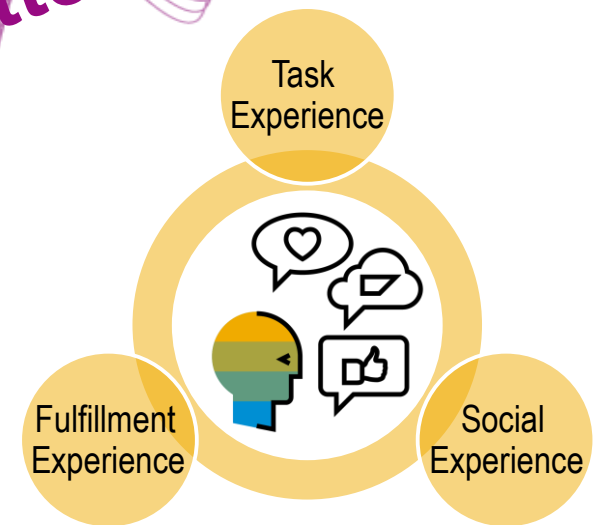
### Doing Work

- ✓ Getting stuff done
- ✓ Collaborating with others
- ✓ Balancing work-life demands

### Managing Careers

- ✓ Building capabilities
- ✓ Achieving life goals
- ✓ Transitioning to new roles

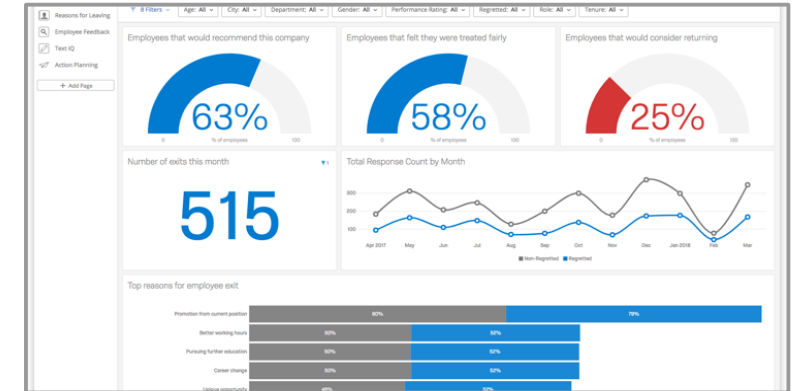
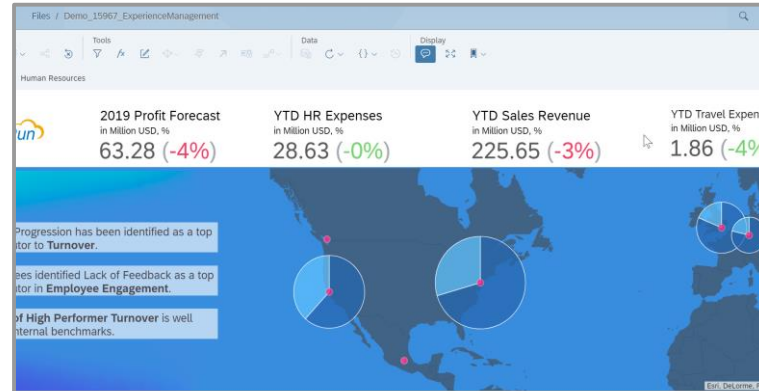
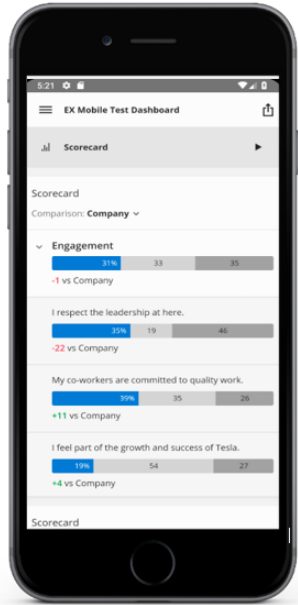
Improving the moments that matter





# What's the Difference Between HCM and HXM?

## Using technology to listen, understand, and act to improve employee experiences



### Listen

- Experience measures
- Micro-assessments
- “In the moment” evaluation integrated into work processes

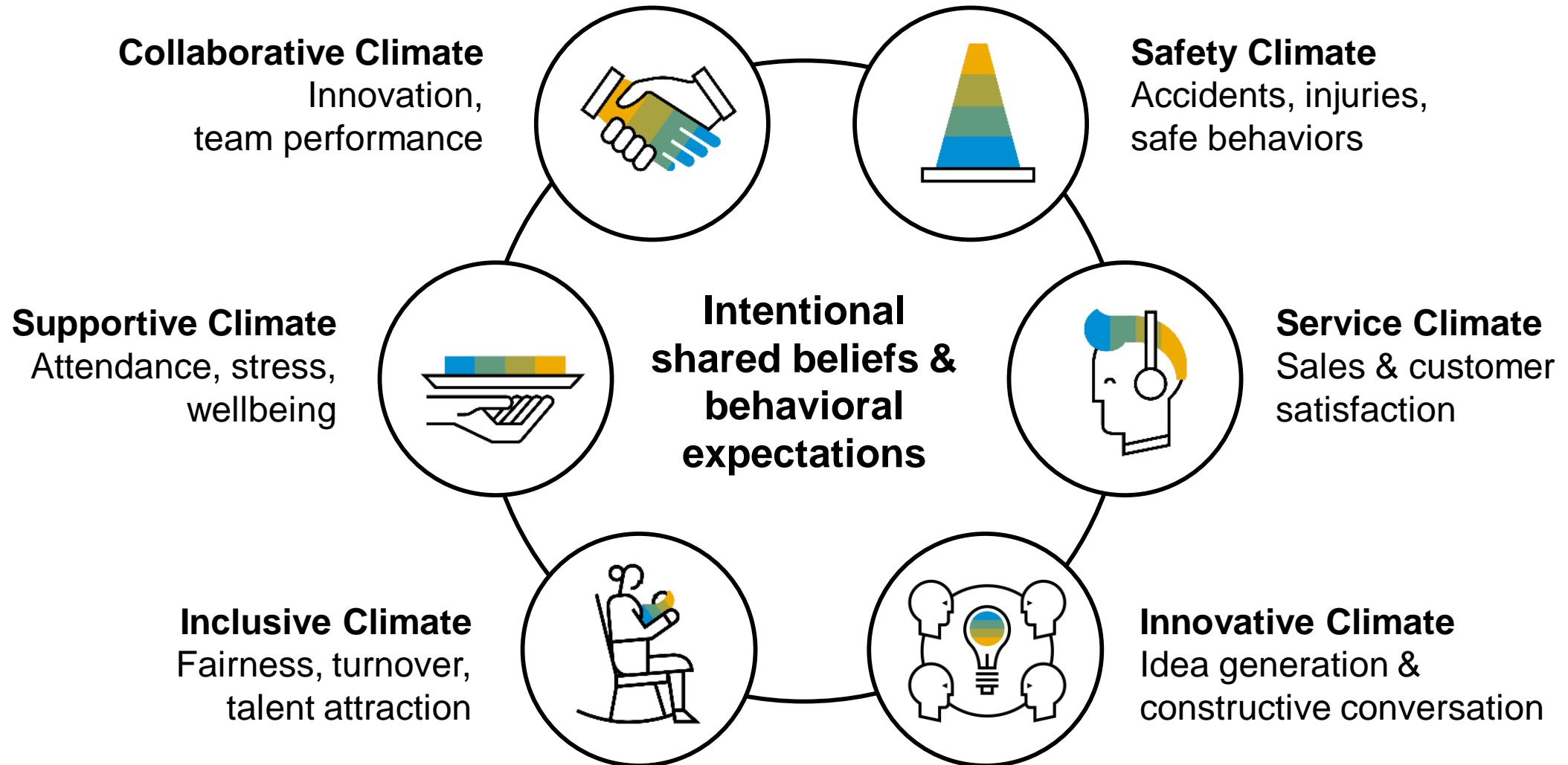
### Understand

- Interpretation tools
- Automated data segmentation, regression, and interpretation
- Natural language parsing and semantic text analysis

### Act

- Embedded analytics
- Faster awareness for people on the front-line
- Decreased time from “asking for opinions” to “addressing concerns”

## Employee Experience is about a lot more than satisfaction and engagement



**What are different ways  
to shape and manage  
employee experience?**



# Thank you.

**Contact information:**

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