



## The Employee Experience is Broken: Here's How to Fix It

New research shows empowering employees to be their best improves engagement, productivity and business outcomes

FORT LAUDERDALE, Fla. – February 4, 2020 – When it comes to growing a successful company, research shows it isn't about getting the most out of employees, but delivering an experience that empowers them to be and do their best. And according to [Priming a New Era of Digital Wellness](#), a conducted by Quartz Insights in partnership with [Citrix Systems, Inc.](#) (NASDAQ:CTXS), technology is the secret to doing so.

“A superior employee experience is essential in fueling critical business goals, from successfully attracting and retaining talent to boosting customer satisfaction, brand loyalty and ultimately, revenue,” says Donna Kimmel, Executive Vice President and Chief People Officer, Citrix. “In creating flexible work environments and providing access to the tools people need and prefer to use to get things done, companies can deliver it and improve engagement, productivity and results.”

And the numbers prove it. In a global survey of more than 1,000 workers conducted across industries in the United States, United Kingdom, Germany, Brazil, China, Japan and Australia, Quartz researchers found that 90 percent of respondents with access to “good technology” reported being more productive.

What defines “good technology?” In a word: simplicity. Of those who participated in the Quartz survey, nearly 84 percent said they just want applications that are intuitive and easy to use.

And three out of four indicated that technology should eliminate friction and automate the menial tasks that dominate their days so they can focus on the meaningful work they were hired and want to do.

“People don't want to spend their time submitting purchase orders, filing expenses or searching for information,” Kimmel adds. “They want to be creative and innovative and use their special skills to deliver value.”

Modern employees also want – and expect – control over when, where and how they work and see digital technology, along with new, more flexible work arrangements, as a way to get it.

When asked to rank factors in terms of their ability to create a workplace environment that allows them to do their best work in order of importance, respondents to the Quartz survey put flexible work arrangements third, just behind salary and leadership and ahead of access to effective technology.

And more than 75 percent said that greater flexibility with their work schedule would help them innovate and be more creative.

“It's clear that to attract and retain talent in today's tight labor market and move their business forward, companies need to rethink what “workplace” means and create digital environments that accommodate

new work models and provide access to the tools and information employees need to do their best work when and how they want,” Kimmel notes.

Technology has completely transformed the way work gets done. Today’s employees can connect to the office anywhere, anytime. But it doesn’t mean they should. According to the Quartz research, 67 percent of survey respondents believe being “always on” has a significant negative impact on their health and wellbeing. But there is a cure.

Leveraging [digital workspace solutions](#), companies can optimize the work day for every employee by organizing, guiding and automating work in an intelligent and personal way. Over 75 percent of those polled by Quartz believe doing so could help them strike a better balance between their work and personal lives and prevent them from burning out. And 80 percent say leadership should make this a priority.

“When it comes to technology, it’s no longer a matter of the output it delivers, but the value it creates for employees,” Kimmel says. “The best companies recognize this and are focused on designing people-centric experiences that inspire and empower their employees to deliver transformative results.”

For more insights on how your organization can leverage technology to enhance employee engagement, boost workplace productivity and fuel business innovation, [click here](#) and download a complimentary copy of Priming a New Era of Digital Wellness. To learn more about how Citrix can help you redefine the employee experience and power a better way to work, visit [www.citrix.com](http://www.citrix.com)

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