

Avature

Employee Centric: A Strategic HR Approach for the Future



There has never been a more critical time for organizations to focus on their workforce. Operating with an employee-centric mindset enables your organization to achieve three critical objectives: “Staying competitive, being productive, and becoming service-oriented,” according to Alexander Pampe of T-Systems.

As a senior architect of HCM solutions, Mr. Pampe consults with businesses across varying industries to explore and implement cloud-based solutions. T-Systems recently recommended a new technology suite to Lindner Hotels AG, a family-owned hotel company with 2,000 employees.

“At Lindner, we focus on the entire employee life-cycle,” said Gunnar von Hagen, Corporate Director of Operations and Central Project Management of Lindner Hotels & Resorts. “To represent it as comprehensively as possible has been very challenging.”

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Lindner Hotels & Resorts

Focusing on Employee Experience

Lindner Hotels is among the first to deploy Avature Engage & Hire, Avature’s newest technology that maps the specific strategic HR needs of middle-market businesses. Lindner’s solution is enhanced by Avature Performance Management, which enables periodic, forward-looking employee feedback. So from proactive sourcing to performance management, Lindner’s new tool supports its broadened approach to the employee experience. Whereas the term “employee engagement” generally applies only to current employees, the concept of “employee experience” extends to a company’s candidates as well. This shift in mindset helps ensure an

employee-centric approach throughout the employee life-cycle, from sourcing to offboarding.

“An employee today joins a company and stays because his workplace is mobile, flexible, full of relationships,” said Mr. Pampe. “They are not staying only for payment. Because of this, it’s all about an employee’s experience.”

Indeed, 80 percent of HR and business leaders rate employee experience as “very important” (42 percent) or “important” (38 percent), according to Deloitte’s most recent annual global survey of executives. However, only 22 percent report that their organizations excel at establishing a differentiated employee experience.

As for Lindner, the company sought a technology solution that would help deliver a high-caliber experience to both candidates and employees. “Because we see employee retention and employer attractiveness as the key challenges, we had various tools in place and hope to consolidate and streamline the tools landscape with Avature,” said Mr. von Hagen.

Supporting the New Approach

With a focus on its workforce, Lindner Hotels wanted a technology platform that enabled user-friendliness, multilingualism, multi-client capabilities, and data protection for candidate and employee information. For ease of use, the company also sought a cloud-based software so that applicants and employees could access the solution from anywhere, at any time, and on any device.

“Avature already meets Lindner’s requirements of today,” said Mr. von Hagen. “In addition, the scalability and modular structure of the system enables us to further develop our HR activities.”

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Building Sustained Momentum

Because Lindner believes the employee experience is critically important, the company has taken steps to continually engage with its candidates and employees. Lindner uses Avature in order to:

- Engage prospective employees through a career site and targeted communication
- Ensure a streamlined application and interview process via automated workflows
- Collaborate efficiently with hiring managers throughout the talent acquisition process
- Provide continuous feedback to employees via the performance management process

According to Mr. von Hagen, the new processes around performance management have demonstrated one of the company's core values. “Further education and knowledge management have helped us show the employee how important he is to us and that he is the center of attention at Lindner,” he said.

To improve brand consistency, Lindner Hotels uses Avature to send branded, targeted communications to its candidates and employees. “This targeted approach creates trust and brings tremendous quality. In addition, the HR processes have become transparent, and it is much easier for the HR team to control the various activities in a targeted manner,” explained Mr. von Hagen.

Leveraging a Single-Platform Solution

From employer branding to employee engagement, Lindner uses Avature across hotel locations. Mr. von Hagen said that this common database for all Lindner Hotels enables collaboration, transparency, and trust. “The recruiting process is reliable and highly professional, and talent management is now also based on the same database.”

Beyond the technical capabilities of the single platform, Mr. von Hagen said Lindner has built a partnership with the Avature team as they worked together to build Lindner's unique HCM solution. “The professional project management during implementation was impressive for us. We were always supported but also challenged and were therefore sure to make the right decisions in each case in order to have Avature future-oriented and set up according to the Lindner Hotels AG requirements.”

Effective relationships—from vendor to company to workforce—help drive the employee-centric approach. Because a company knows its candidates and employees, it is able to deliver the experience that they need.

“The experience is key to keeping your employees,” emphasized Mr. Pampe. “And keeping your top-performing employees is key to staying competitive, being productive, and adding to the company results.”

Learn more about Avature, the one-platform solution for talent acquisition and talent management, by visiting avature.net