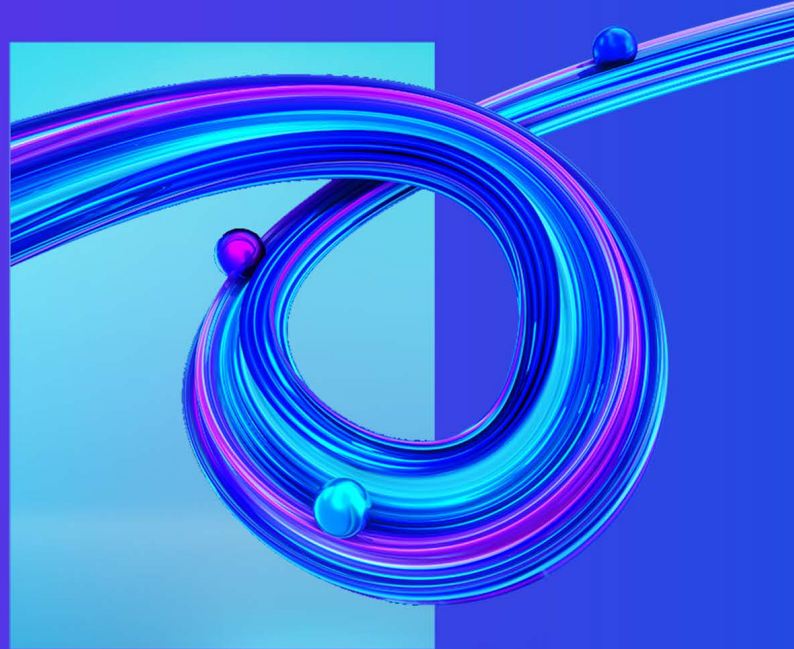




Re-design employee experiences

KPMG Smart Government
Catalyse digital progress

Executive Summary



Government organisations must modernise to keep up with changing user needs, regulations and health and public safety requirements.

Create workplaces that are a destination for top talent

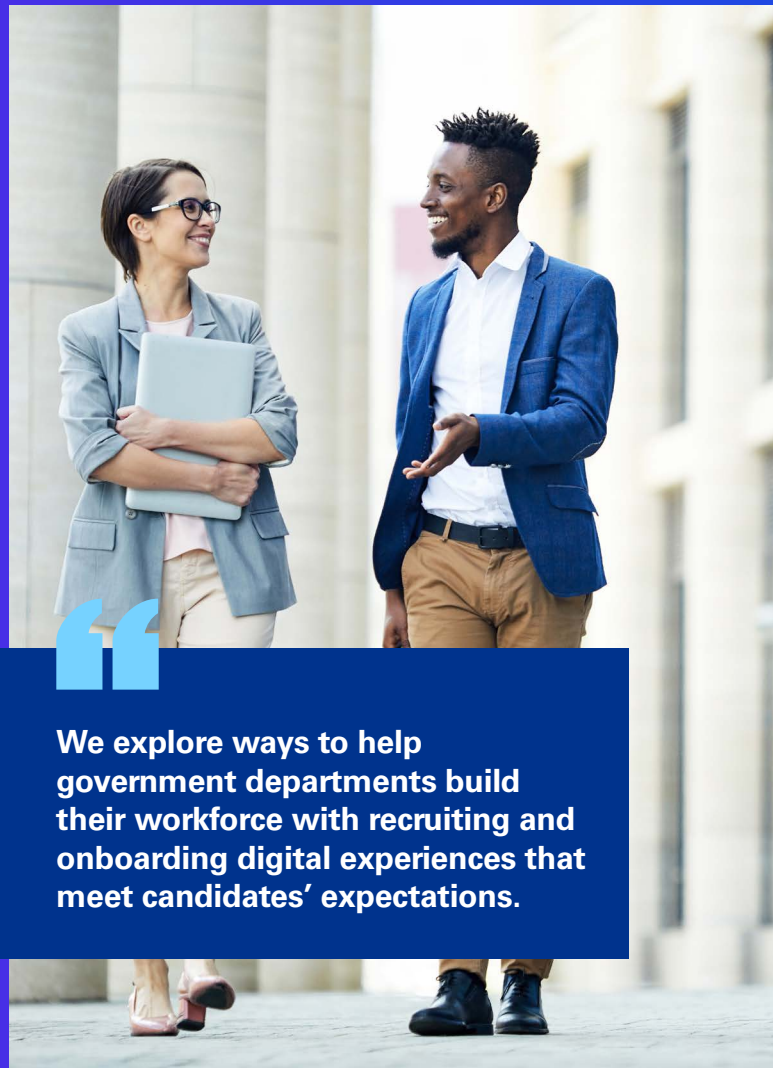
A smooth recruitment process can foreshadow how the onboarding and overall employee experience might go. Job seekers can choose the role that meets their day-to-day and long-term expectations. And these start the day their job search begins.

Employee experience is critical to government departments because it drives recruitment and retention. We explore ways to help organisations and departments build their workforce with recruiting and onboarding digital experiences that meet candidates' expectations.

Create effective digital experiences

Making the most of each interaction during recruitment and onboarding can help attract the right people. Total public sector employment in the UK increased to 5.74 million employees in June 2022, which is 1.2% more than June 2021. The government has indicated that there is a need to reduce to pre-pandemic levels of employment while protecting public services. To achieve this, the focus is increasingly on attracting, retaining and growing key skills like digital, data, and project delivery.

Recruitment is the first chance to engage candidates. Searching for public sector jobs is cumbersome, while the interview process is long, potentially dissuading prospects.



We explore ways to help government departments build their workforce with recruiting and onboarding digital experiences that meet candidates' expectations.

¹ Public sector employment, UK: June 2022, ONS.



A modern employee experience allows:

- Candidates to access and filter open positions from their mobile device, review employee benefits, career development opportunities and learn about the organisation's culture
- Candidates to automatically schedule interviews, review and accept offers
- Organisations to further their diversity, equity and inclusion goals using artificial intelligence to identify prospects

Also consider the experiences of current employees who are involved in recruiting and onboarding. With a digitised and optimised Human Resources (HR) operating model, recruiting efforts can focus on strategic talent while recruiters rely on transparent automated processes.



Onboarding sets the tone

- Identify where employees experience delays and frustration
- Digital onboarding experiences are easy to navigate, searchable and include a customised checklist for each new employee
- Chatbots can guide employees through each new step and answer questions
- Tailor experiences with remote work to support onboarding virtual employees

Designing a digital recruitment and onboarding process that combines user experience with a holistic operating model approach creates an experience that's personal to each employee.

Breaking down the numbers in the UK



21%

UK public sector employees were „actively considering“ quitting and switching careers in 2021



Public sector employments share out of total employment from 2010 to 2022 (17.5%) saw

4.8% drop



Total public sector employment in the UK increased to **5.74** million employees in June 2022

1.2% increase from June 2021



Filling the form and completing several self-assessment and practice tests, for the UK public sector jobs can take

around 28 days



Average cost per hire

£53,281

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