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EMPLOYEE EXPERIENCE MANAGEMENT IN MODERN CONDITIONS

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The restructuring of the economy, which has affected many countries and industries as a result of the COVID-19 recession, the transition of consumers to the Internet, and the accelerated digitalisation have led to a list of key challenges for business leading to the risk of talent shortages. Previously, in the list of major threats to business in the world, he ranked only eleventh [1]. Finding ways to solve the problem of attracting, engaging, and retaining high-potential employees determines the relevance of this study.

The organization's employees are its key asset, and understanding the issues of well-being, engagement, stress will determine the success of the company in the long run. Therefore, in today's world, there is a tendency to

strengthen the role of employee experience and employee listening as well as improving customer experience.

Companies are beginning to recognize that their traditional transactional relationship (i.e., you work for me and I pay you) with their employees must change because employees expect much more from them than in the past [2]. Today, people want companies to invest in them both as employees and individuals and they want the technical resources they need to do their jobs effectively [3].

The employee experience is the sum of the interactions and perceptions that employees have regarding their work, their relationships, and the opportunities for growth within their organization [4].

The most important reasons for improving employee experience are increasing engagement, reducing staff turnover, increasing the attractiveness of the employer brand, and ensuring sustainable competitive advantage.

According to Jacob Morgan [5], the employee experience has three components: culture, technology environment, physical environment.

Culture determines how employees feel in the company. This includes the organizational structure, leadership style, company's values, attitudes of colleagues and managers, compensation and benefits, and the ability to maintain a work-life balance. The physical environment determines the conditions in which employees work. These include interior design, furniture convenience: tables and chairs, equipped kitchen, office layout, etc. Technologies represent the general experience of using the tools an employee needs to do their job. For example, access to computer equipment, various programs, services, applications, etc. [6].

As we have moved to a more knowledge-based economy, competitive advantage mainly comes from an educated, well-trained, and highly functioning workforce. The goal of leading organizations is to attract, retain and engage employees by providing an environment where individuals can be successful in both their professional and personal lives by taking a “whole-person perspective” to organizational effectiveness [4].

Thus, improving the experience of the employee at all stages of his life cycle in the company helps to increase the involvement, loyalty, and retention of key professionals. In modern conditions, companies have to organize the transition to flexible and virtual jobs, develop more individual careers and focus on the well-being of employees in order to ensure sustainable competitive advantage in a limited resource.

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