

Employee Experience in Government

Meaningful experiences for meaningful work

A quality employee experience helps people carry out mission-critical work and deliver exceptional customer experiences

Organizations with strong EX strategies are:



5.1x more likely to engage & retain employees



2.4x more likely to delight customers

Why is poor EX a problem for government?

Agencies are struggling to attract and retain skilled talent.

- 1 Many high-skill employees are retiring
 - 15% of federal workers are eligible to retire right now
 - 30% are eligible to retire within 5 years

- 2 It's harder to recruit younger candidates
 - Less than 7% of federal workers are under 30
 - One quarter of federal workers are 55+

- 3 Cumbersome onboarding makes it hard to compete
 - Time-to-hire is >3x longer in government than private sector
 - 30% of recent grads said government's hiring process is too complicated

- 4 Employee satisfaction is low
 - 52% of state and local workers are considering leaving their jobs
 - 25% of those considering a job change want to leave government entirely

Critical challenges in each phase the employee journey

Awareness & Recruitment

- Inflexible, outdated recruiting websites with lack of strategic outreach make it harder for candidates to engage, limits job awareness and reaches a less inclusive talent pool.

Hiring & Onboarding

- Manual, paper-based & siloed processes lengthen offboarding; impersonal communications leave employees unclear about available benefits and weaken their connection to the organization.

Retention & Empowerment

- No centralized portal to access employee services, training & skills development, and inability to tailor communications by role, preferences & location lead to lower engagement.

Retirement & Transition

- Manual, paper-based & siloed processes lengthen offboarding, while impersonal communications leave employees unclear about available benefits and weaken their connection to the organization.



Our Vision

Deliver a tailored, intuitive experience at pivotal moments through the candidate and employee journey

How Adobe Can Help

We recommend 4 best practices to deliver a simple, personalized and secure experience that puts candidates and employees at the center:



Design meaningful journeys

Reimagine experiences that are orchestrated, connected, and personalized at every step of the employee journey through a modern recruiting & intranet experience, segment and candidate profiles, and relevant content delivered in real-time.



Leverage technology to be more agile

Digitize and automate manual processes, communications, and next best actions. Use intuitive e-Sign to reduce administrative burden and protect PII. Track progress with collaborative work management.



Use data to measure progress

Leverage data to identify opportunities, gaps, and focus areas to build an EX strategy, segment audiences, target & tailor content, and refine the employee experience strategically and proactively.



Build a dedicated EX team

Create a dedicated team to continually audit and refine the employee experience. Champion an operational model that aligns people, process and technology and promotes an employee-centric culture.

Where on the employee experience maturity framework does your organization fall?

Adobe meets each agency wherever they are in their EX journey. Our 4-step maturity framework drives benefits at each stage—helping you address critical talent gaps today and create sustainable change for tomorrow's needs.

Digital Maturity	Basic	Emerging	Advanced	Cutting-Edge
Experience	Siloed & Disjointed - Limited public awareness of agency mission; internal comms are siloed; website & intranet are hard to navigate; manual & static paper processes - Employee experience is reviewed annually	Integrated, But Not Seamless - Organizational goals are communicated clearly; Experience is connected within departments; poor engagement & upskilling; digitization of some workflows - Employee experience is updated annually & reactively with limited insights	Intentional & Personalized - Communication is tailored by roles and locations; Experience is personalized with lifecycle moments to optimize engagement; Recommended training & skills development - Human centered design is informed by robust data & insights	Dynamic & Inclusive - Recommended next best action for benefits, services, learning, career pathways; Delivery of consumer-like experience via seamless orchestration, from recruitment to retirement - Employee is at the center of every decision with continuous measurement
Capabilities Needed to Advance	Digital Foundation Web Analytics; Content Management System; Digitized Forms and e-Signatures	Digitization & Optimization + Asset Manager; Testing & Optimization	Orchestrated Journeys & Proactive Engagement + Learning Manager; Journey Orchestration	Intentional & Anticipatory Employee Experience + Customer Data Platform; Journey Analytics
Use Cases	- Modernized, equitable & accessible sites - Digitized, automated workflows with pre-filled forms & eSign	- Expand digital reach to maximize applicant pool - Light personalization across channels & intranet	- Automated & accelerated communications (e.g., application status, re-entry for work) - Personalized & engaging content during recruitment & EX - Enhanced collaboration	Seamless & personalized digital employee experience

Adobe EX in Action



Reimagine recruitment for the next generation



Government HR teams can do more in less time with Adobe



USMC extends elite training to the digital classroom

Learn more

See how Adobe can help you benchmark and progress your employee experience.

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