



How immersive technology can support the employee lifecycle

And why the employee experience is so important





A changing world of work

The pandemic led to an upheaval in the world of work in 2020 – from a massive uptick in hybrid and remote working, to the Great Resignation. Workers have discovered that they hold more power than they might have otherwise thought. They can be more selective in the roles they take. And so, companies are finding that they need to fight harder for its existing, as well as new, talent.

And fight they should. Companies can compete on the strength of their people, in whom are contained all the collective experience, skills, and knowledge of the company. Much of a company's real value lies within its workers and what they can produce from that collective knowledge.¹ And companies tend to perform better when those workers are satisfied with their company and work.

Companies also face the various costs of staff turnover. As staff leave, they take their knowledge and experience with them. And without robust knowledge-sharing in place, companies could lose that forever. Then a company must spend time and money on finding, training, and developing a replacement. That's not to mention the loss in productivity as a starter can take up to a whole year before they match the person they replaced.

So, if a company wants to build the best workforce possible, it makes sense to invest in the employee experience.

¹ [The Future Of Work Is The Human Capital Era, Forbes](#)

In this white paper, we cover:

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And what is employee experience?

The six stages of employee experience

Give your employees a reason
to come to the office

02

Immersive technology across employee lifecycles

Attraction and recruitment

Onboarding

Development

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We're here to help

With you every step of the way



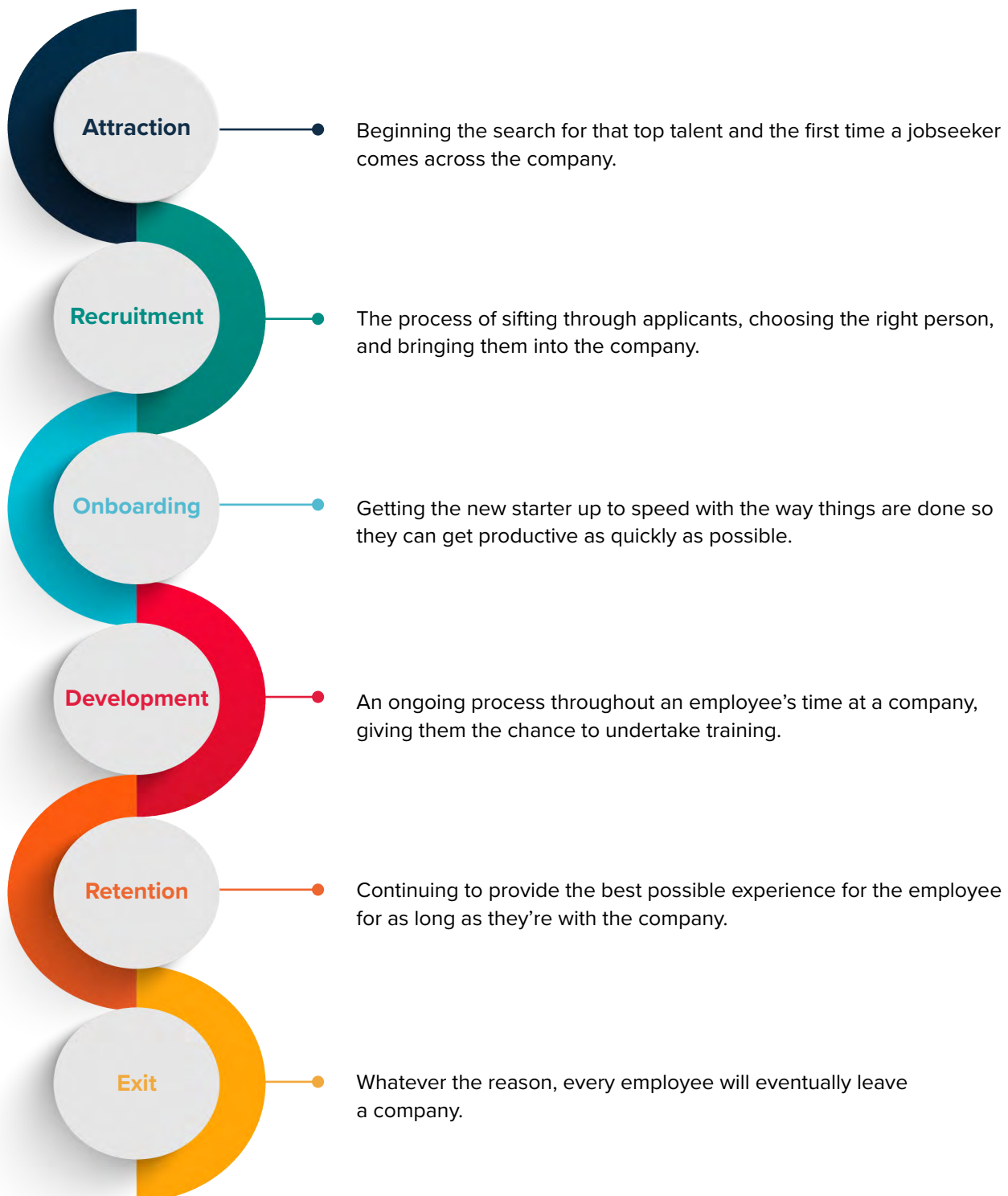
01

And what is employee experience?

It begins from the first
moment someone comes
across a job...

It covers their onboarding, training, learning and development, all the way to when they might leave - everything they'll come across in their time at a company.

To summarise, here are the six typical stages in an employee's time with a company.



And beyond these stages, the employee experience covers a range of job aspects including pay, work-life balance, culture, and the technology they use to get work done. All taken together, they have a huge impact on how likely an employee is to stay with a company. And technology is an important one – **employees are far more likely to stay** if they feel they've got the right technology to support them.



Give your employees a reason to come to the office

So, employers need to think carefully about what to invest in for the best possible employee experience. And they need to bear in mind how staff expect to work:

For example:

- **61%** of employees expect some sort of **hybrid working model**²
- **64%** of workers would consider looking for a new job if they had to return to the office full-time³
- Only **46%** are satisfied with their current office workspace⁴

² [Why Working From Home Will Stick, University of Chicago](#)

³ [People at Work 2022: A Global Workforce View, ADP](#)

⁴ [Hot Desks Or Ice-Cold Employee Experiences, Forrester](#)

There's a clear opportunity to enhance the technology offered to employees – especially when it comes to rethinking how the physical office can fit in with hybrid work.

And this transformation of the office is where Igloo immersive technology can come in. Our immersive workspaces are used by companies around the world, for onboarding and training employees, for helping them to collaborate even more efficiently, to work more safely, to get better insights from their tools and data... the list goes on.

The thing to bear in mind is that because the Igloo platform is so flexible, you aren't tied to a single use case – an Igloo immersive space can be used in any and all of the

ways discussed below, so you can get the most out of your investment. As well as using it internally, an Igloo immersive workspace is an excellent tool for working with and engaging with your external customers and partners too. But, we'll leave that for another day.

Of course, an Igloo immersive workspace (or multiple Igloos) can't solve every conundrum of creating the best possible employee experience. And it's best done as part of a wider commitment to the improvement of that experience, as we'll see from the examples below. But it can help answer some of those questions around making the best use of office space, and around giving employees tools they otherwise don't have access to at home.

02

Immersive technology across employee lifecycles

With examples from:

- Lanes Group
- BP
- CapitaLand
- Med Learning Group
- Lendlease
- SNC-Lavalin



Attraction and recruitment

From the start, you want to make a good impression on anyone who applies to your company.

It can set the tone for the rest of their time with you – so it's incredibly important to get off on the right foot.

However you conduct your interviews, an immersive workspace is an ideal way to get across your company story, your values, and what you have to offer your candidates, particularly if digital transformation is a cornerstone of your company culture.

For example, if you're starting out with remote interviews over video conferencing tools like Microsoft Teams, or Zoom, you can host these from an Igloo. Rather than the tired backdrop of an office wall, or a virtual background that doesn't quite hide the bedroom, your candidates will see you inside a technology-rich, innovative space that they're unlikely to have seen elsewhere. You're sure to stand out from any other interviews they have.

And if hybrid working is a concern for them, you'll show them right away how the technology your company offers can make it work for those on-site, and those at home.

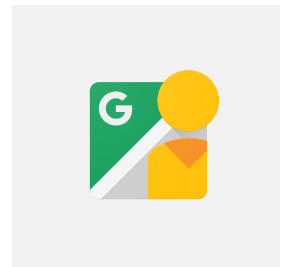
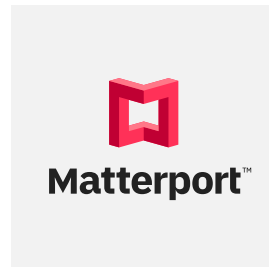
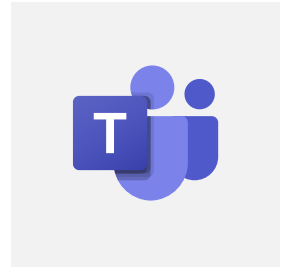
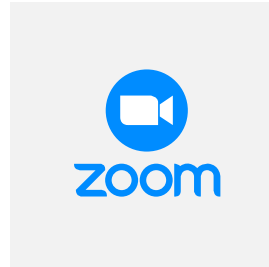
At the next stage, invite them to your office and give them a taste of the tech they'll get to work with, day-in and day-out. You can explain every aspect of what your company is about by using immersive wraparound presentations.

If you have multiple sites or office locations, you could even offer a virtual tour with 360° images, Google Street View, or Matterport, to get across the scale of your company. It makes for a far more memorable and engaging experience than having the candidate sat across a desk from two or three interviewers.

Use Igloo to sort through the stacks

Then from the recruiters' side, an Igloo immersive workspace can help your managers in their selection process. If you have several candidates to pick from, with a variety of talents and experience to compare, it may be tricky to get a holistic view of them. Luckily, with the vast canvas offered by an Igloo, it's much easier to collect the data you need to work through and show it on the walls all around you.

In an Igloo, you could tile multiple CVs on the walls or use whiteboarding tools like Miro or Mural to get down the hiring managers' thoughts. Everyone in the decision process can compare more easily with all the information they need just a glance away.





Onboarding

Build on the great impression made during the recruitment stage as you bring that new starter on.

This is a key part of the employee lifecycle with big implications for performance and retention.⁵ Many companies are already bringing in immersive technology at this stage. For example, in 2021 Accenture bought 60,000 Meta Quest 2 headsets for use in onboarding new employees, to bring them together virtually.

And immersive technology can provide a far more interesting experience than the desktop-based modules we're used to clicking through – to be honest, how much do any of us remember from those five-minute videos followed by multiple choice quizzes?

Instead, onboarding inside an immersive workspace can make the learning stick for your new employees.

- Give the new starters virtual tours of where they'll be working (especially useful if they may need to go out on site sometime, such as in the engineering industry).
- Give them an experiential taste of what they'll be doing day-to-day and let them start getting to grips with the tech they'll have to work with.
- If you have a cohort joining, get them all involved at the same time and share the immersive experience, providing a fun, novel way of getting to know their new colleagues.

⁵ [Technology Can Save Onboarding from Itself, HBR](#)



Immersive onboarding in action

Sharing the benefits of immersive learning with a whole group of new staff was a key reason that Lanes Group installed an Igloo cylinder.

The company is a wastewater management facility that operates across the south of the UK.

There were two big issues facing the company. Firstly, its newly recruited engineers needed extensive training before being able to enter hazardous situations. And secondly, it needed to embed deep values of health and safety into the training programmes and ongoing development.

To tackle these issues, as well as worries about high levels of turnover, the company launched a range of Health & Safety and Learning & Development initiatives.

One of those was the installation of an Igloo which is used in onboarding new staff. With interactive gamified modules, 360° videos and images of fieldwork, the Igloo is a far cry from traditional classroom-based or online modules. Instructors are better able to interact with the trainees too, since the content is shown with an Igloo, rather than in individual headsets.

The Igloo, alongside the other initiatives, led to:

- A **57%** reduction in employee attrition
- A **9%** reduction in employee feelings of unhappiness
- As well as a **£1m** reduction in recruitment and training costs

“Traditionally, staff induction and training has involved recruits doing a log of sitting and being presented to. The Igloo breaks that mould. It brings wastewater training into the 21st century.”

Mark Grimshaw
Head of Wastewater Networks
North London, Thames Water



Development

As you'd expect, virtual reality is used to train existing employees as well as new ones, with companies using immersive spaces to provide ongoing training to whole teams at once. For example, Lanes Group uses the Igloo cylinder not just for inductions, but for ongoing training too.

And **energy company BP** came to Igloo to create a shared experience with its existing VR content, as several employees had struggled with feelings of nausea in headsets.

And it's not just 'hard' skills that can be trained or learned using immersive tech. More-and-more companies are applying the same principles to 'soft' skills, such as in training up leadership skills, and giving employees ways to practise uncomfortable situations in a safe space.

Take the case of **CapitaLand's Catapult** in Singapore. The team here uses a 180° immersive Igloo cylinder to deliver a variety of training programmes and workshops intended to build up Singapore's future business leaders. The workshops include immersive poker game experiences to teach about risk-taking, as well as sessions with Mount Everest explorers who teach about decision-making in a crisis. The Catapult team has noted that the immersion provided by the Igloo, as well as the novelty of the whole experience, helps to make the learning stick.



"We wanted to have a different approach to learning, based on the principles of neuroscience, and how the brain learns and how it assimilates different information. That's why an immersive learning studio like we have here, we believe is the right kind of approach to these soft skills."

Victoria Great
Head of Business Development, Catapult



By 'gamifying' your training content, you open many benefits for your employees. They get to put into practice what they're learning, and go through the motions, rather than watching or reading about it. You can introduce competitive elements to add an extra edge among teams and encourage deeper teamwork and socialisation.

And, when it comes to hybrid work, if you're using VR content already, the chances are that it'll work seamlessly inside an Igloo. For example, Unity and Unreal applications can be turned into shared immersive experiences. That means you can use the content for employees learning at home with VR headsets and use it onsite in groups with an Igloo.





Delivering continued professional healthcare education with Igloo immersive technology

Med Learning Group uses three Igloo immersive cylinders at healthcare events across the US to deliver healthcare educational programmes to a wide range of practitioners. And the programmes cover a wide range of topics from neurology, ophthalmology, oncology, and many more. Its educational programmes, in combination with its VR Rooms, have led to:



93%

of learners identify
a commitment to
a practise change
based on the
education

98%

of participants
indicate the VR
content enhanced
the learning
experience

90%

of participants
indicate the VR
content would
improve recall of
lessons learned

Retention

At this stage, employees should be well-embedded into the company – but you'll still need to work at keeping them engaged and happy. By giving them the right tools to help them stay productive, they'll stay motivated.

With an Igloo, you can create an immersive workspace that itself becomes a destination for collaboration at the office. Deep, personal, head-down work can be carried out at home, with the office becoming a space for face-to-face work. And it means the office becomes a much more valuable resource to staff.

We've heard from multiple clients that, by using Igloo technology, they can get much more done, much more quickly. Project documents and information aren't trapped on laptop screens, or even behind the TV monitors we're used to in meeting rooms. It can be wrapped around and tiled across the vast Igloo canvas, making it easier and quicker for teams to draw insights. For example, **Lendlease's teams** could make decisions in minutes, that otherwise took weeks.

"Previously we took a number of weeks working with the planners to help them understand how the buildings related to each other and related to the context, and it took about 6-8 weeks to agree the height of those buildings. Using this kind of technology, we can agree that in five minutes."

Tom Branton
Senior Development Manager, Lendlease



The room itself can be reconfigured in whatever way best suits the work being done. Keep the meeting table inside with the walls providing a backdrop to the work. Or take out the table, and get the team milling around, exploring the content in a more active way – allowing for greater interactivity and more sharing of ideas.

In a hybrid working world, there are bound to be times that someone will join these collaboration sessions remotely. And thanks to the Igloo video conferencing setups, they can still be brought into the session, and get involved with web-based tools and data.

And all of this is achieved using a platform that's carefully designed to be user-friendly and intuitive, so that anyone can get to work right away. When employees get a frictionless experience from the tools they use at work, they're far more likely to feel engaged and productive – as well as happier and more likely to stick around.





Shorter, more productive meetings in an immersive workspace

SNC-Lavalin is one Igloo client that has seen plenty of success with engagement and productivity in its Igloo workspaces. It had been investigating the technology before the Covid pandemic took hold – and as the world began to re-open, SNC-Lavalin saw the opportunity to think about the best use of its office space.

Thanks to the flexibility of the space, SNC-Lavalin's teams can work with a variety of content, using the space as a control room, a presentation space, or a meeting room. A key use case is carrying out virtual site visits – by displaying 360° footage and images, which are captured on site as a matter of course, teams in the Igloo workspace can review the site without needing to travel themselves.

So, they're saving time and money in travelling. Teams can even use robots onsite to stream back from dangerous sites, reducing the number of people being put at risk.

And because teams can review designs and models together more easily in the space, rather than huddling around a laptop or single projector, meetings have become even more efficient. One SNC-Lavalin spokesperson told us that meetings which were booked in for eight hours had been made much shorter thanks to the new workflows. And the staff are finding the workspace provides a better, more engaging atmosphere for collaboration, with attendees less likely to lose focus.

“Design reviews can be a bit stale sometimes but in this room there's so much enthusiasm from other people in there. It was easy to jump from one data set to another, say from the animation to a 360° video because they're both up on the walls. The meetings have taken about half the time as normal.”

Richard Brook
Senior Surveyor, SNC-Lavalin



SNC • LAVALIN



03

We're here to help



With you every step of the way

When it comes to Igloo technology, there are so many ways you can use it, beyond what we've covered in this white paper.

So, we'd encourage you to get in touch if you want to find out how we can create the ideal collaboration space for your teams - or an outstanding customer experience centre, a unique sales suite, an immersive visualisation suite, and so the list goes on...

We want to be sure all of our customers get the most out of their Igloo installations too. We're here to help, from logistics, to set-up, to training, to ongoing support, however you use your immersive installation. We've got plenty of other material to help you learn more about making the most of the technology.

For example, you can check out our white paper on 'What makes for an effective Igloo installation' to see how you can set up your Igloo for success from day one. Or read our in-depth white paper on 'Measuring the return on investment of your shared immersive space' for ideas on how to measure the success of your installation.

Whatever questions you might have, just drop us a line.

Read more about the clients mentioned:

[Lanes Group](#)

[bp](#)

[CapitaLand](#)

[Med Learning Group](#)

[Lendlease](#)

[SNC-Lavalin](#)



For more information

Igloo Vision is the shared immersive workspace company

We've completed over 500 projects for companies and universities on six continents which use our technology to collaborate, educate, and make better decisions faster.

From bases in the UK, USA, Canada and Australia, we've delivered outstanding immersive installations for the likes of: Microsoft, Accenture, Atkins, Deloitte, NIKE, Michigan State University, NTT, AECOM, The University of Adelaide and many more.

To find out more

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