



DrupalCon
PRAGUE2022
20-23 SEPTEMBER

Improving the digital experience ... for your employees

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for slides, recordings, links and resources

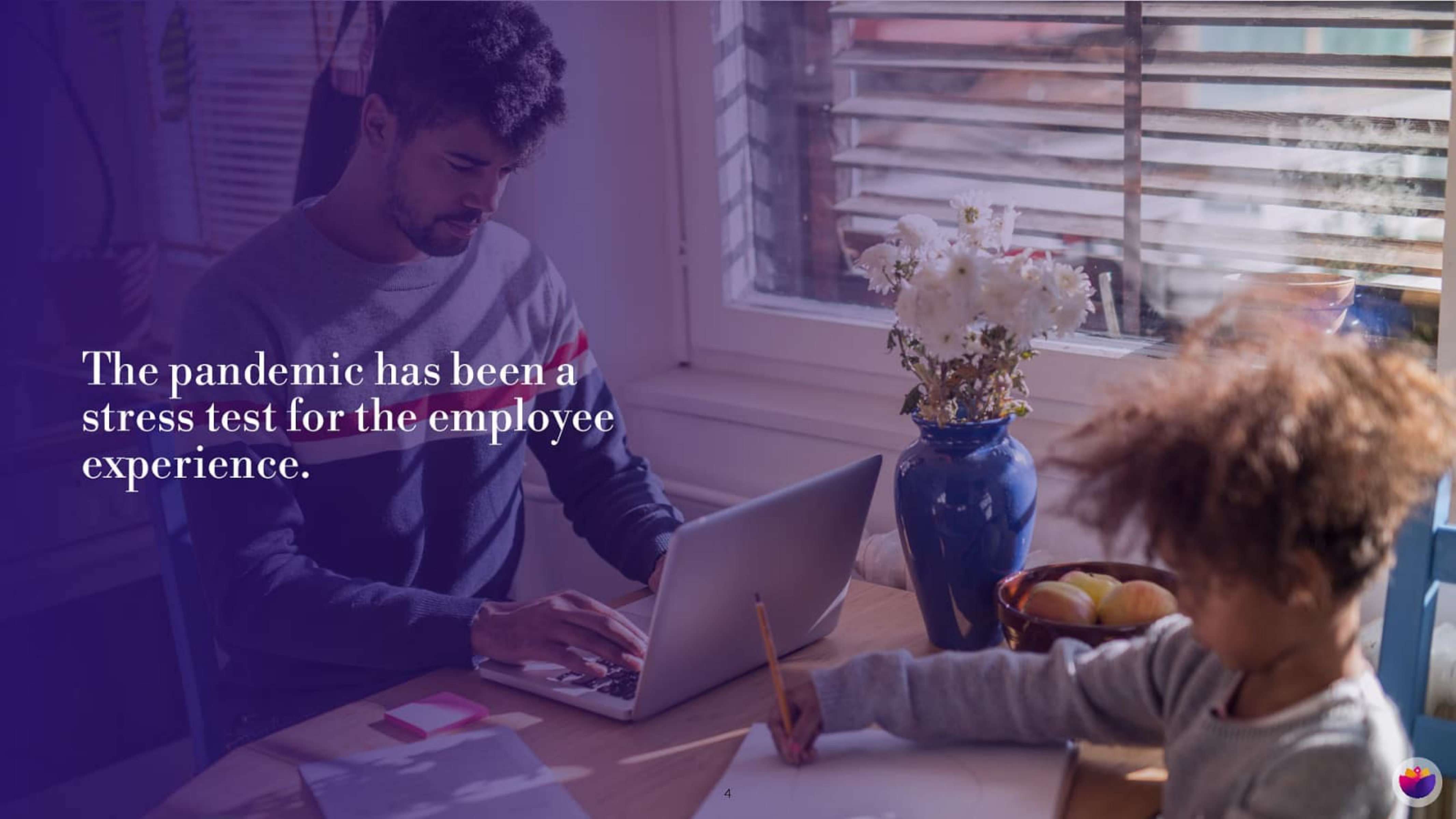


“

The employee experience (EX) is the sum of **all the moments that matter** between an employee and an employer. The experience that organizations shape across purpose, work, Total Rewards and people has **direct links to workforce engagement, productivity and sustainable business performance.**

- Willis Tower Watson Global Workforce Study



A man with dark curly hair and a beard, wearing a grey and blue striped sweater, is seated at a wooden table, focused on a silver laptop. His hands are on the keyboard. To his right, a young child with curly hair, wearing a light grey sweater, is seated and holding a yellow pencil, appearing to be drawing on a piece of paper. On the table, there is a blue ceramic vase filled with white daisies, a small bowl of fruit containing apples and lemons, and some papers. In the background, a window with white horizontal blinds is visible, letting in natural light. The overall scene suggests a home workspace during a pandemic.

The pandemic has been a
stress test for the employee
experience.





Sounds like a great
opportunity for tools like
Drupal and Mautic!





What is Mautic?

Open Source marketing automation





mautic.org. An open source Marketing Automation tool which empowers marketers to learn about their customers and personalise their communications across multiple different channels to develop a trusted relationship with the individual.

Aims to enable marketers to free their marketing through fully open source, customisable marketing automation tool which delights both the user and the customer alike.

A man and a woman are standing in an office, looking at a large screen. The man, on the right, is wearing a maroon polo shirt and glasses, and is holding a yellow sticky note. The woman, on the left, is wearing a dark blue blazer and glasses, and is also holding a yellow sticky note. They are both smiling and appear to be engaged in a collaborative work activity. The background shows a window with a view of the outdoors.

Why not use the tools we
already have to improve our
employee experience!



Why Mautic + Drupal?

1

LICENSE



Same open source license as Drupal - GPL v3.

2

SYMFONY



Symfony-based, developers can adopt easily.

3

FREEDOM



Own your own data, freedom to extend and grow.

4

INTEGRATION



Full integration with Drupal sites and applications.

5

GROWTH



Digital Experience is an exploding sector for growth.

6

COMMUNITY



A worldwide community of open source contributors.





Five ways to get started

Automating the employee experience



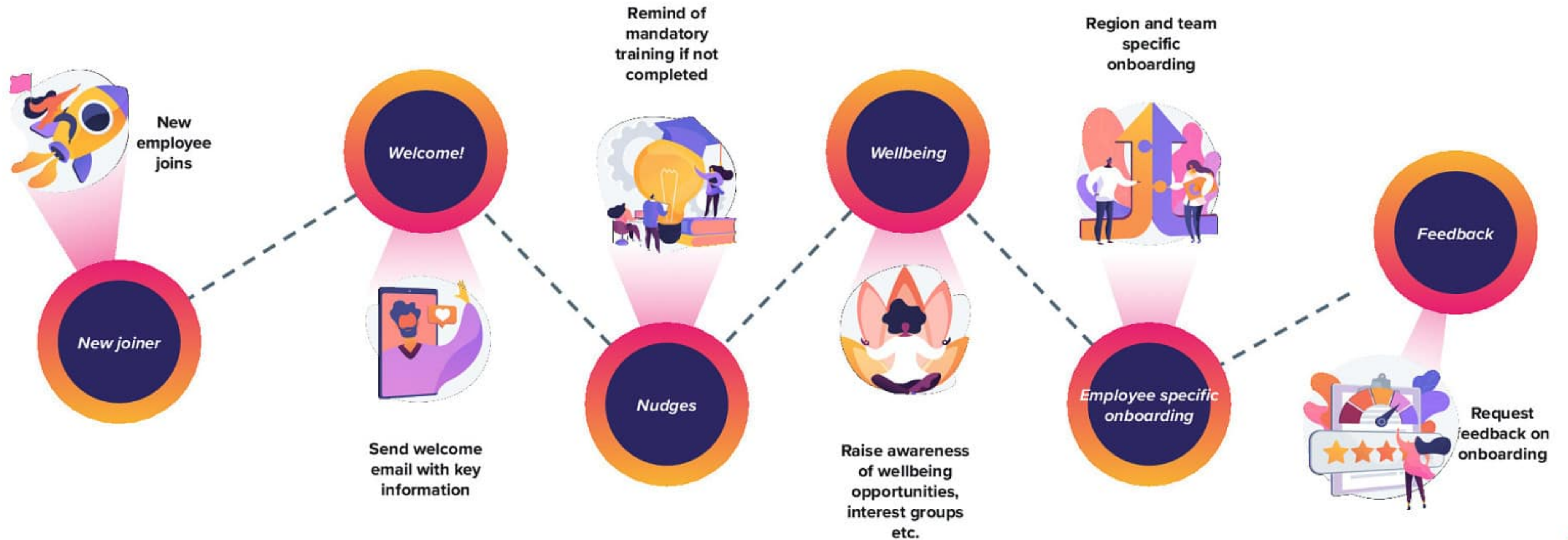


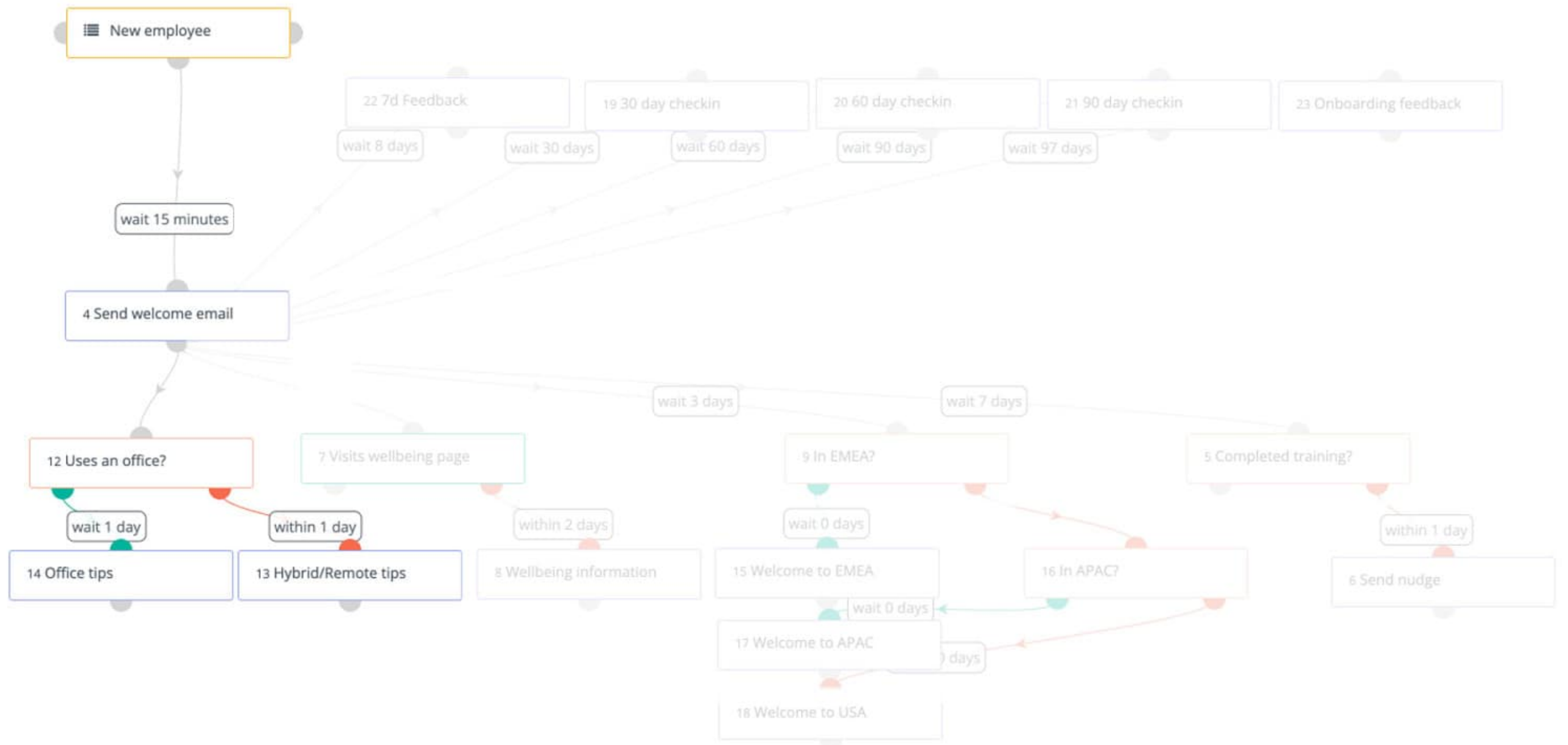
1: Streamlined onboarding

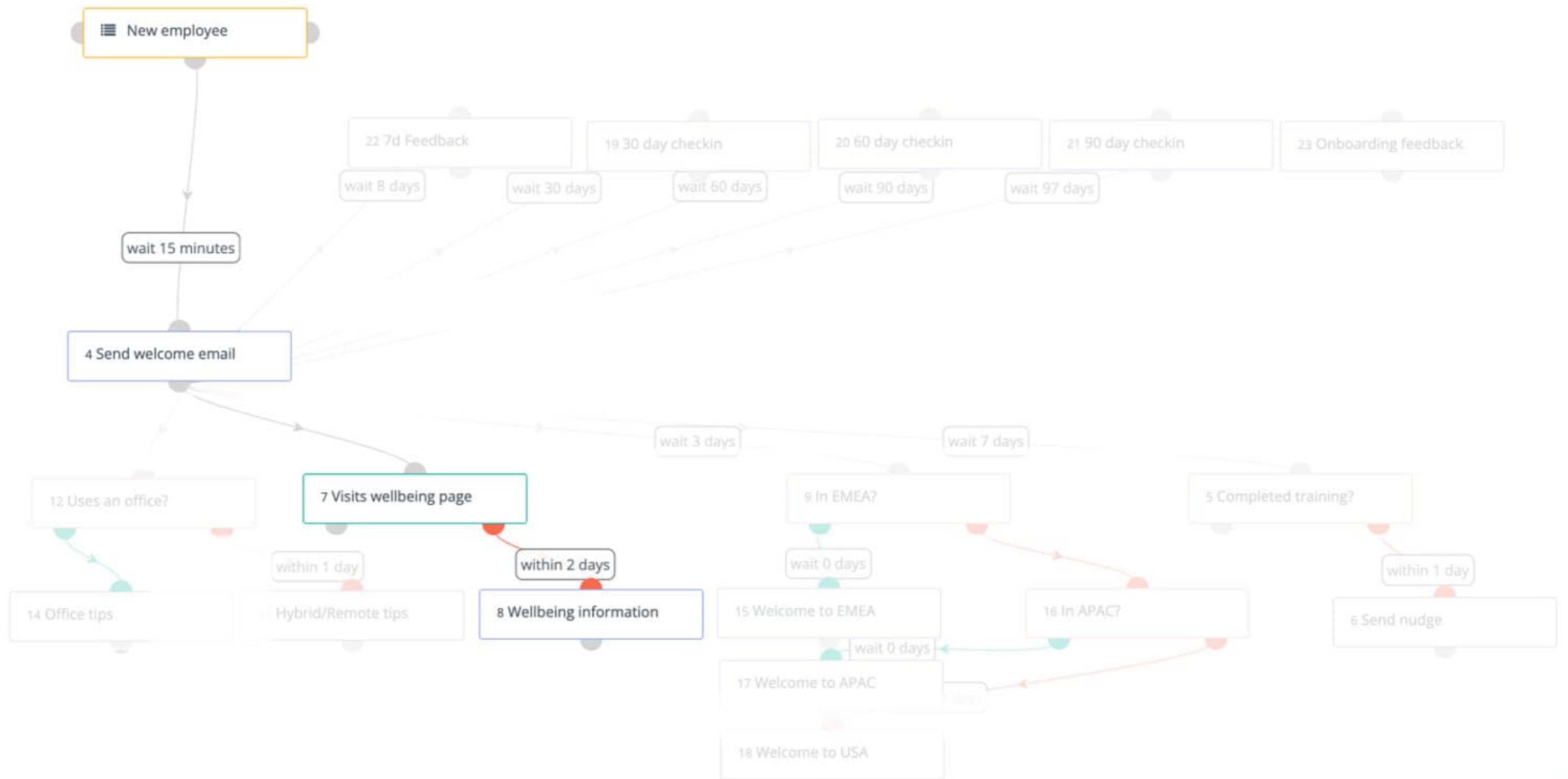
Providing a streamlined onboarding process for new hires.

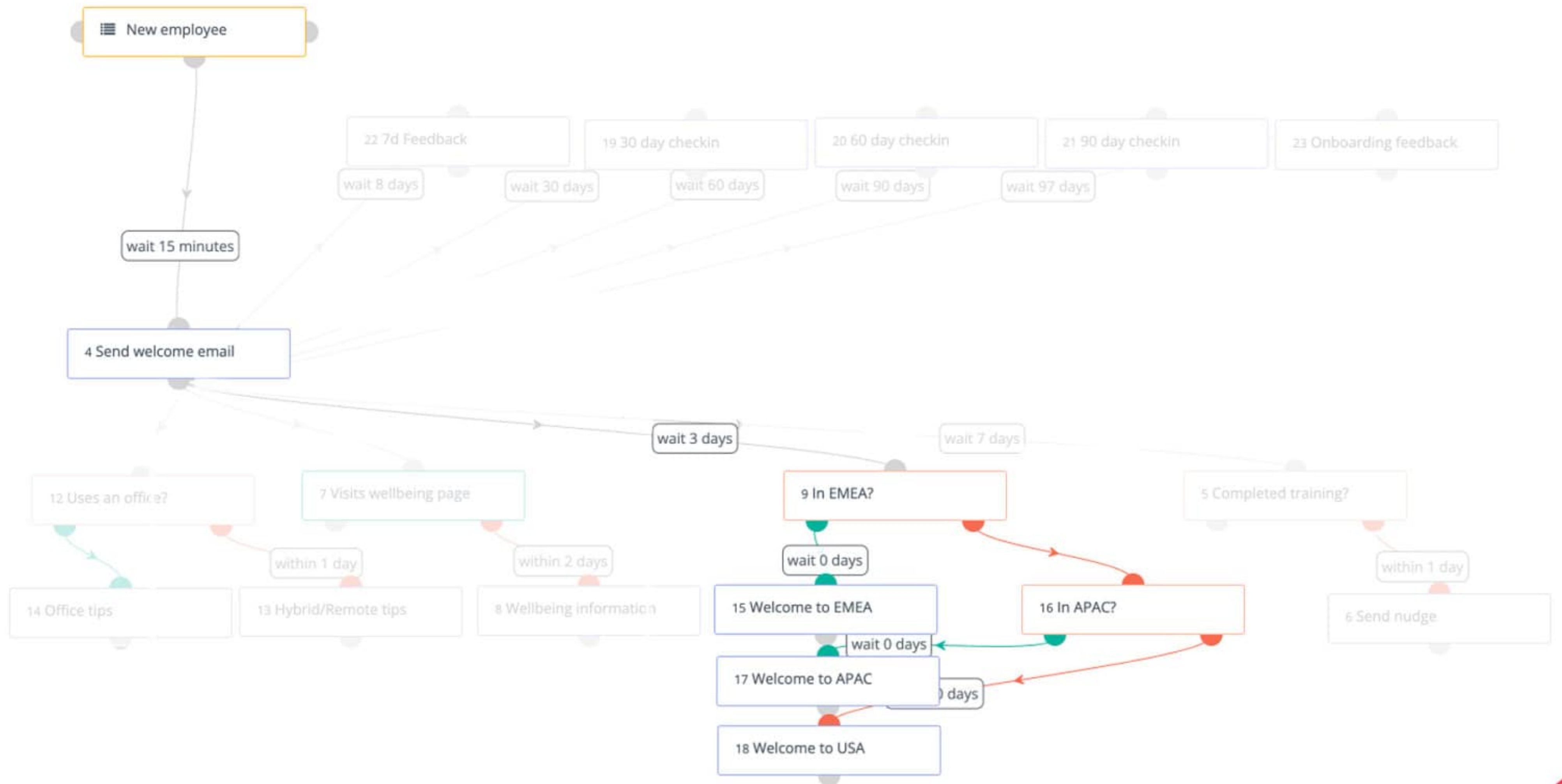


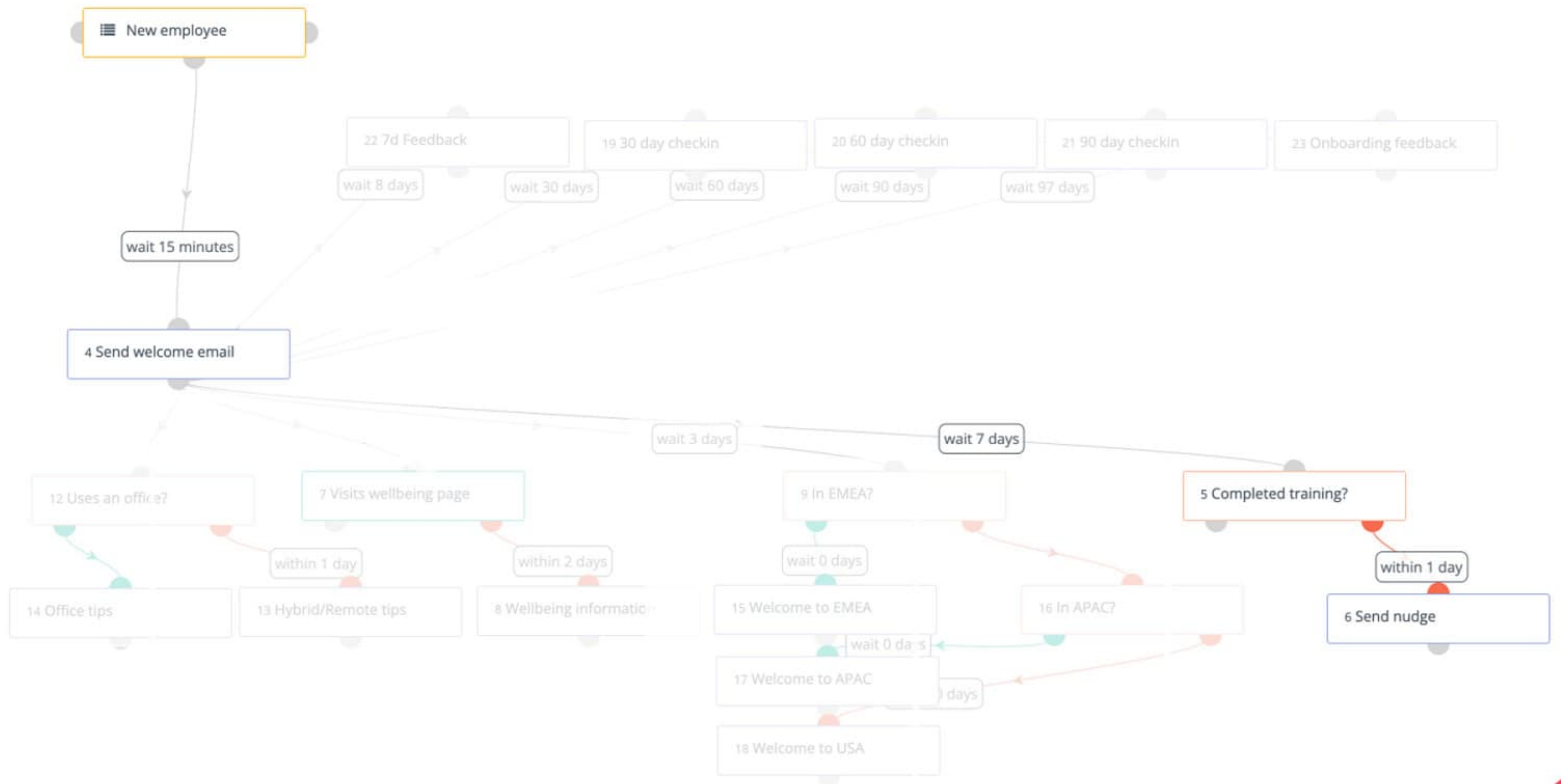
Employee-specific onboarding.

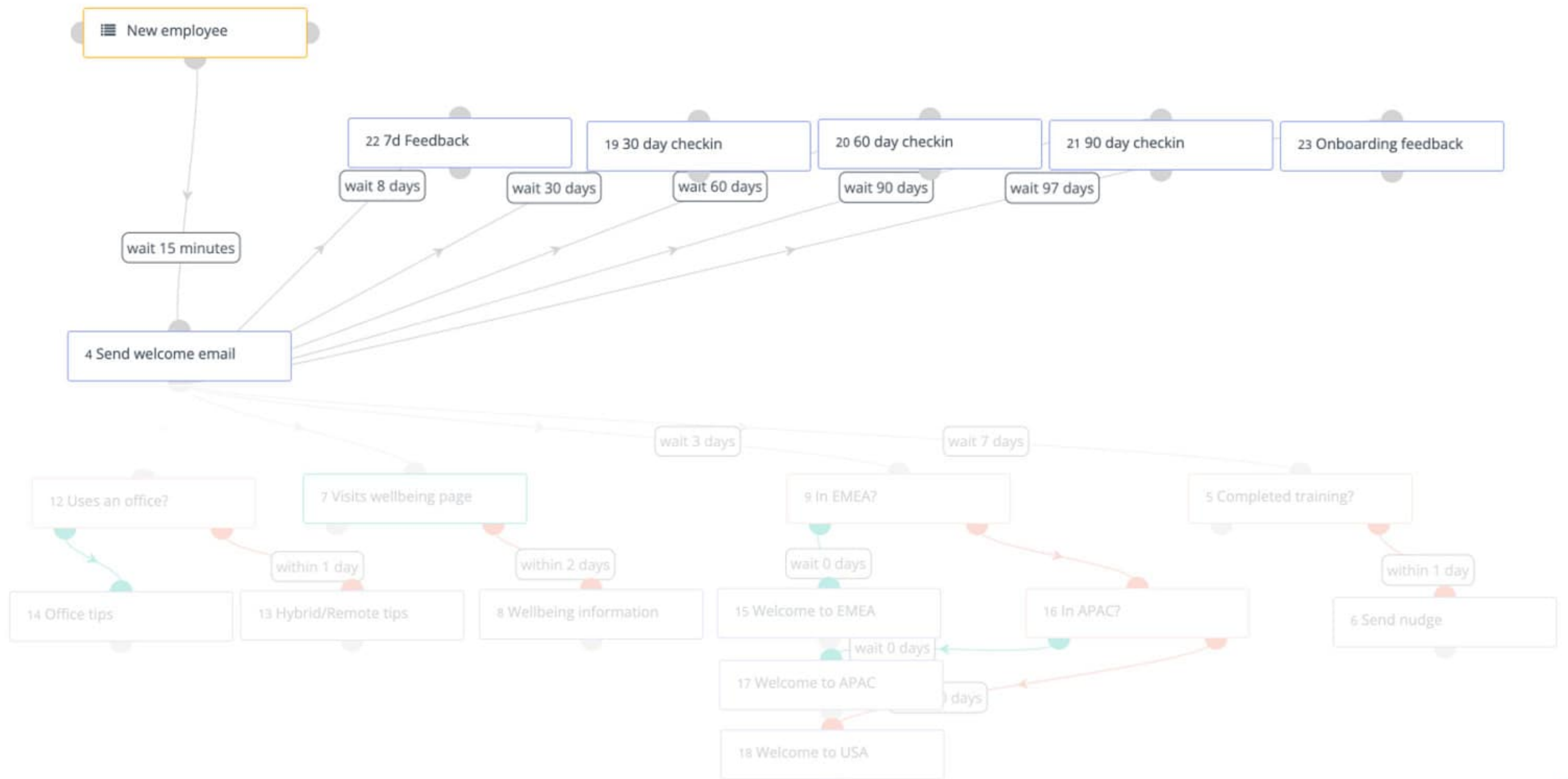












Respecting employee time.

Send email

Send the selected email to the contact.

Name

Send welcome email

Execute this event...

immediately

at a relative time period

at a specific date/time

15 minute(s)

Send from

or between the hours of

09:00

and

17:00

Schedule only on the selected days of the week:

☒ Monday	☒ Wednesday	☒ Friday	☐ Sunday
☒ Tuesday	☒ Thursday	☐ Saturday	☐ Weekdays

Email to send

en Welcome email

Email type

Transactional

Marketing

+ New Email

Edit Email

Preview Email

Update

Cancel





2: Centralised newsletters

Allowing employees to self-select to receive internal newsletters on topics they care about.



User-updated lists.

The screenshot displays the Mautic 'New Segment' form. The left sidebar contains navigation links: Dashboard, Calendar, Contacts, Companies, Segments (active), Components, Assets, Forms, Landing Pages, Dynamic Content, Campaigns, Channels, Points, Stages, Reports, Tags, and a Collapse Menu button. The main form area is titled 'New Segment' and includes tabs for 'Details' and 'Filters'. The 'Details' tab is active, showing fields for 'Name' (Product news and updates), 'Alias', 'Public name' (Product news), and a 'Description' text area containing the text 'Hear the latest news about ACME products first in our exclusive staff newsletter!'. On the right side of the form, there are several settings: 'Category' (Uncategorized), 'Public Segment' (Yes), 'Available in Preference Center' (Yes, highlighted with a red box), and 'Published' (Yes). At the top right of the form, there are buttons for 'Save', 'Save & Close', and 'Cancel'. The user 'Admin User' is logged in, as indicated in the top right corner.

Available in Preference Center

Yes



Self-serve internal newsletters.



Hello!

Use the form below to join the various newsletters that we provide across ACME. From news about our great products to Special Interest Groups, there's something for everyone! .

Newsletters you can join

- ☐ Jazz Special Interest Group
- ☐ Product news
- ☐ Volunteering opportunities

[Save preferences](#)

Any questions, email us at newsletter-help@acme.com

[Privacy at ACME](#)



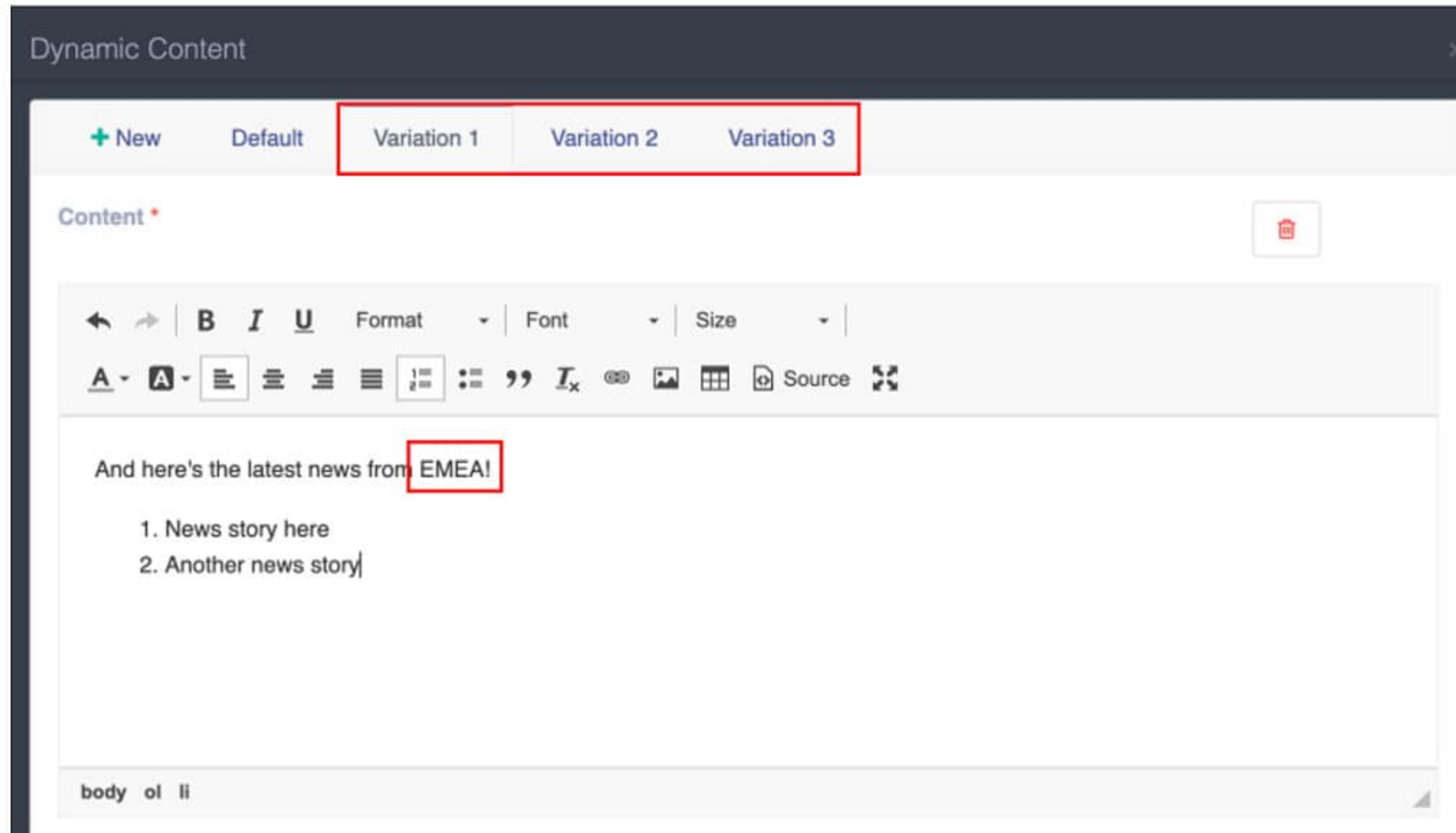


3: Dynamic email content

One email, multiple personalised messages.



Dynamic information in emails.



Dynamic information in emails.



Welcome to our latest newsletter update with everything you need to know about ACME Corporation.

News from your region

Dynamic Content 2





4: Nudges and alerts

Get the right message to the right employees at the right time, through the right channel.



Focus items on your intranet.

Don't forget to complete your mandatory training before the end of the week!

[Go to training academy](#)



BOSTON OFFICE CLOSED TODAY

Please note the office is closed all day for essential maintenance - we will re-open on Monday.

How is your onboarding process going?

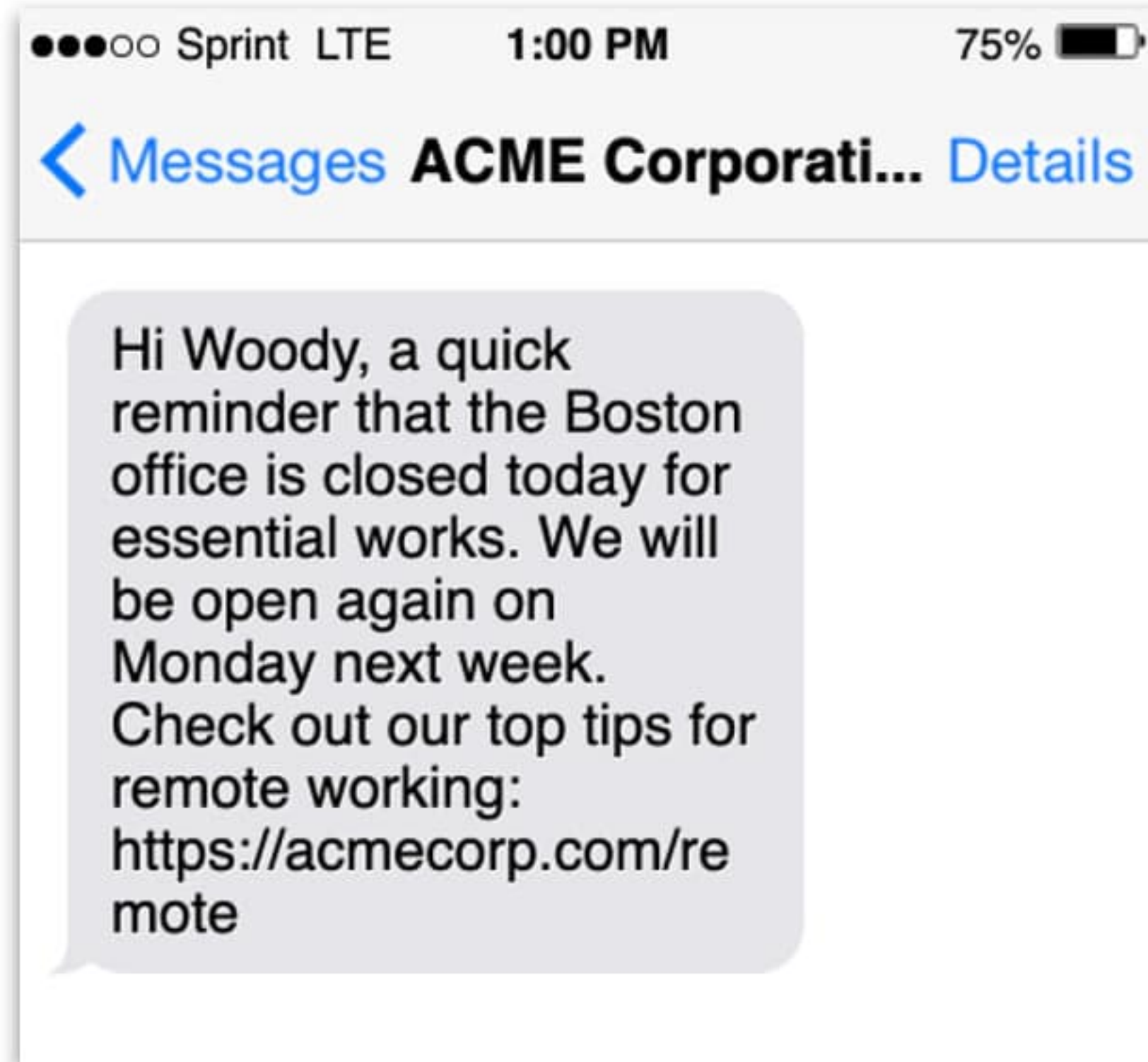
Let us know your thoughts, it helps us to improve!

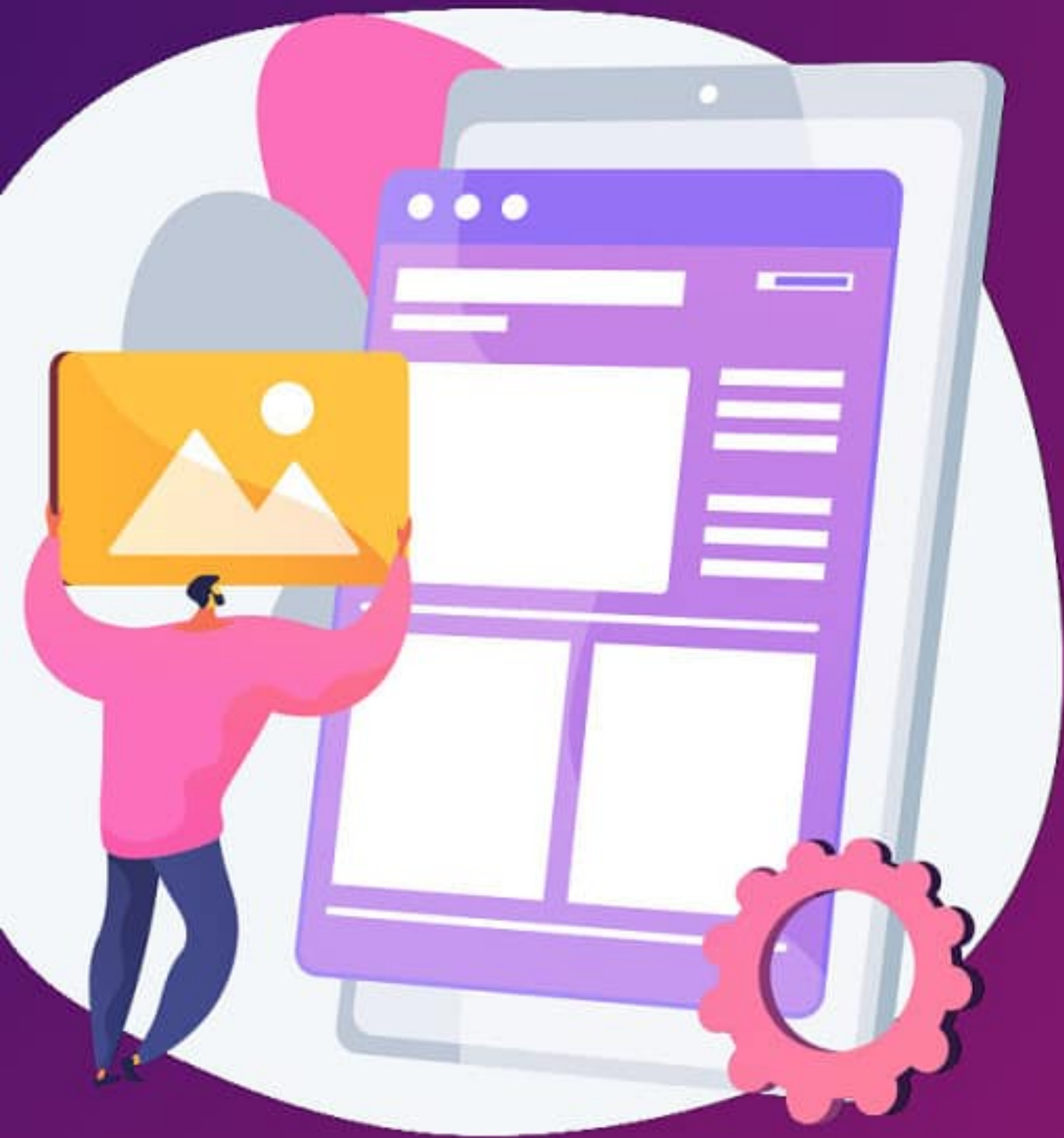
A large, empty rectangular box with a thin black border, intended for users to provide their feedback.

[Share feedback](#)



SMS for urgent alerts and reminders.





5: Customised intranet

Personalise the content presented on your intranet to the individual employee.



Dynamic Web Content.

mautic

Admin User

New Dynamic Content

Save Save & Close Cancel

Details

Internal Name *

New employee greeting

Content

Category

Uncategorized

Language

English

Is a translation of

Choose a translated item...

Hi (contactfield=firstname), welcome to ACME Corporation. It's great to have you join us!

ACME
CORPORATION

Hi Woody, welcome to ACME Corporation. It's great to have you join us!



A woman with glasses and a brown sweater is sitting at a desk, working on a laptop. She is in a modern office environment with other people working in the background. The image is partially obscured by a white circular shape on the right side.

What about the existing employee experience?

- Benefit information
- Links to region-specific tools (e.g. travel booking, annual leave, payroll)
- Resources relevant to seniority in company
- Time-sensitive resources





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Join us for contribution opportunities

20-23 September, 2022
Room C2 + C3

Mentored Contribution

23 September: 09:00 - 18:00
Room C2 + C3

First Time Contributor Workshop

20 September: 17:15 - 18:00
Room D9
21 September: 10:30 - 11:15
Room D9
23 September: 09:00 - 12:30
Room C2

General Contribution

20 - 22 September: 9:00 - 18:00
Room C3
23 September: 9:00 - 18:00
Room C2 + C3

#Drupal(ANDMAUTIC)Contributions



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What did you think?

Please fill in this session survey directly from the Mobile App.

Thank you!



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What questions can I answer?

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