

Nomination: 20053

Talent Experience Made Easy - How EastWest Used Technology with a People-Centered Approach

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Entry Title Talent Experience Made Easy - How EastWest Used Technology with a People-Centered Approach
Category L01 - L03 - Award for Innovation in Human Resources > L01. Award for the Innovative Use of Technology in Human Resources > Financial Services Industries
Submission Format An Essay of up to 625 Words

Essay

Talent Experience Made Easy: How EastWest Used Technology with a People-Centered Approach to Achieve its Talent Advantage Gameplan

"Dream big. Start small. But most of all, start." - Simon Sinek

The Journey Begins...

By the end of 2022, EastWest's Human Resources team faced major challenges:

- Record-high attrition rates
- Above-industry talent erosion
- Below-benchmark engagement scores
- Gaps in leadership and technical bench strength

However, the bank was also presented with the following opportunities to face the challenges:

- Leadership transition to a new CEO
- A refreshed post-pandemic strategy
- Launch of the conglomerate's new core values
- 30 years of bank stability to build upon

These factors led to the Talent Advantage Gameplan, anchored on three strategic pillars:

- Attract (Enabled Workforce)
- Retain (Engaged Workplace)
- Sustain (Fit-to-Purpose Organization with a Unified Culture)

At its core was a two-year transformation program blending High Tech and Hi-Touch initiatives to deliver remarkable results.

Clarity of Purpose from the Start

The HR team set out to:

1. Strengthen employee-management connections
2. Foster a culture of recognition
3. Enable personalized engagement activities
4. Build a data-driven HR organization
5. Develop a tech-savvy HR team
6. Enhance operational efficiency

With these guiding principles, HR remained purposeful, consistent, and committed to elevating the employee experience, making it easy, impactful, and inspiring.

Leveraging Existing Resources for Efficiency

To manage costs, HR optimized existing tools like Power Automate, Power Apps, Power BI, and Viva Connections, reducing reliance on third-party vendors. HR also upskilled its people to develop applications and dashboards, enabling faster go-to-market for new HR products and services.

A deep dive into the employee journey revealed that traditional, manual processes and spreadsheets hindered efficiency and data analysis.

By focusing on simplicity, automation, and personalization:

- Employees had a smoother experience while avoiding Hi-F.A.T. (Fully Automated Traditions) — ensuring technology enhanced rather than complicated processes.
- HR gained better insights through improved data capture and dashboarding.
- Visually engaging emails and videos helped drive engagement and action.

Balancing Hi-Tech with Hi-Touch

Grassroots App Development

A robust app ecosystem transformed HR operations and employee experiences. Using SharePoint and Power Automate, HR built micro-applications to enhance the employee lifecycle:

1. Talent Starter App – Simplified vacancy requisition for managers.
2. HMO Hub App – Centralized access to healthcare information.
3. Recognition App – Peer-to-peer recognition for company values.

- 4. Talent Succession App – Tracked successors and supported development.
- 5. Onboarding Automation – Streamlined communication for new hires and managers.
- 6. Employee Loans App – Automated loan applications.
- 7. Crisis Management Apps – Tracked affected employees for rapid response.
- 8. Exit Management App – Simplified offboarding process.

Communication & Engagement Initiatives

A purposeful communication and engagement program energized employee satisfaction:

- 1. Automated Birthday & Anniversary Greetings – Strengthened employee engagement.
- 2. The SHORE – A centralized HR resource hub for employees.
- 3. EWsapang BarkADS – Focus group discussions led by HR to address employee concerns.
- 4. Kamustahan with Jerry – Direct CEO engagement with junior staff.
- 5. Enhanced Email & Video Content – Visually appealing, generation-based messaging.

Building the People Dashboard

Transitioning from spreadsheets to Power BI enabled better visualization and analysis of people data, providing actionable insights for decision-making. From demographics to attrition, pulse surveys to engagement metrics, data-driven insights became the foundation for strategic planning.

Irrefutable Positive Results

This integrated approach delivered impressive outcomes:

- Reduced attrition from 25% to 16%, aligning with industry standards
- 18% increase in hires, the highest since 2014
- 8% engagement score improvement, with 93% planning to stay for at least two years
- Significant time savings through automation

By embracing a people-first philosophy powered by technology, EastWest's HR team turned challenges into opportunities, proving that innovation and human connection drive meaningful change.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in human resources since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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