



The Intranet of Me

How the future is an
audience of one

Matt Macri-Waller,
Founder & CEO, Benefex

Founder & CEO @ Benefex

Board Advisor
@SalaryFinance

6 start-ups

3 angel investments

16 years in HR Tech and
Benefits

Growth £0-30M+ | 0-200+
people

Over 50 awards

Obsessed about: culture,
employee experience, HR
technology, fintech,
product design and why
people do the things they
do

ATTENTION

EXPERIENCE

SIMPLICITY

PART 1

GRABBING EMPLOYEE ATTENTION

LTE

9:41 AM

100%



Do Not Disturb While Driving

Your iPhone can detect when you may be driving and automatically silence your incoming alerts and notifications.



TEXT AND DRIVE


WATHAN FUNERAL HOME

Crest

“The experience that is being designed for in banking or healthcare is the same as in Candy Crush. It’s about looping people into flows of incentive and reward. Every interface is becoming like a slot machine”

Natasha Dow Schull – Addiction by Design



Average

24

separate logins to
systems @ work

50%+

of those are HR related



ARTIFICIAL INTELLIGENCE

A program that can sense, reason, act, and adapt

Machine Learning

MACHINE LEARNING

Algorithms whose performance improve as they are exposed to more data over time



Classification

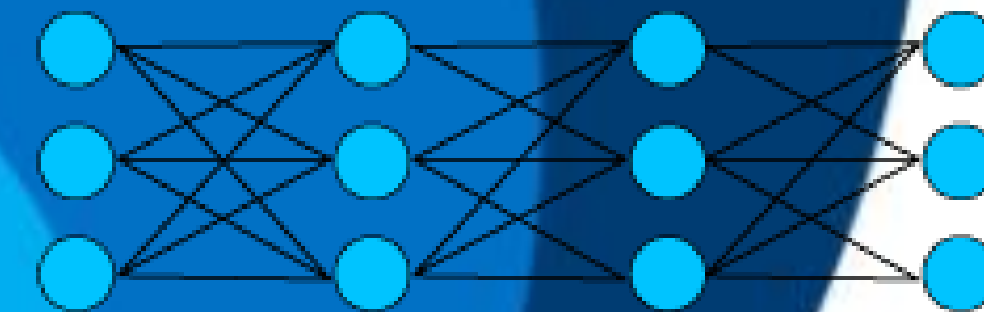
Car
Not Car

Output

Deep Learning

DEEP LEARNING

Subset of machine learning in which multilayered neural networks learn from vast amounts of data



Feature extraction + Classification

Car
Not Car

Output

PART 2

DESIGNING MEANINGFUL EXPERIENCES



The challenge for most organisations is:

21st Century internet
enabled businesses

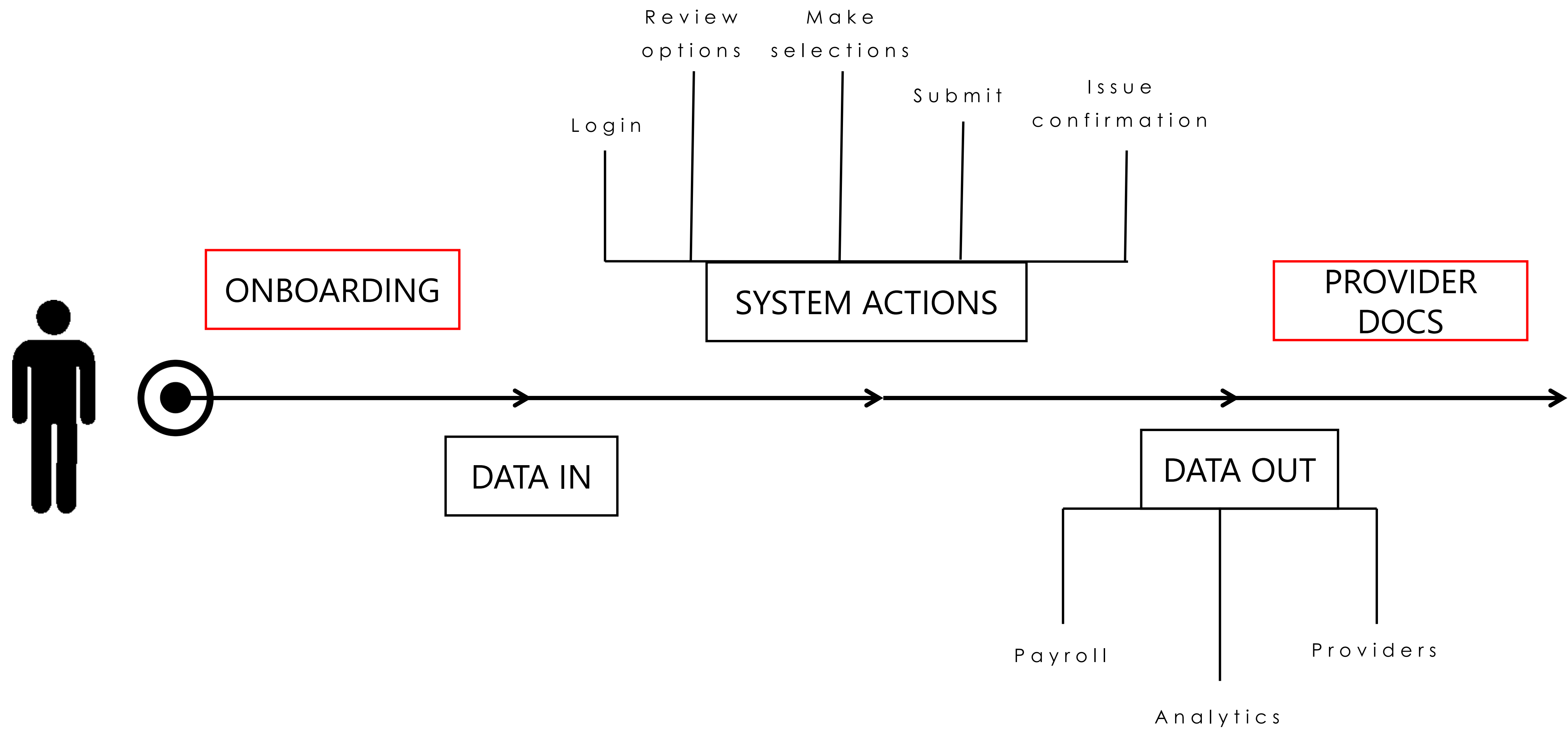
Built on mid-20th
Century
management
processes

All stacked on top of
the 19th Century
management
principles

digitising a 🦄 process = still a 🦄 process



DESIGNING EXPERIENCES





2

DESIGNING EXPERIENCES

**ADOPT TECHNOLOGY WITH AS
FEW BARRIERS AS POSSIBLE**



AR

VR



Which immersive technology will win?

Virtual Reality vs Augmented Reality

AR will be a \$30-160BN market

AR retail investment 3:1 vs VR

Owned by Facebook; VR: 1 AR: 11

VR Units: 82m | AR Units: 3bn

VR = passive | sickness

AR = engaged | viewer



3

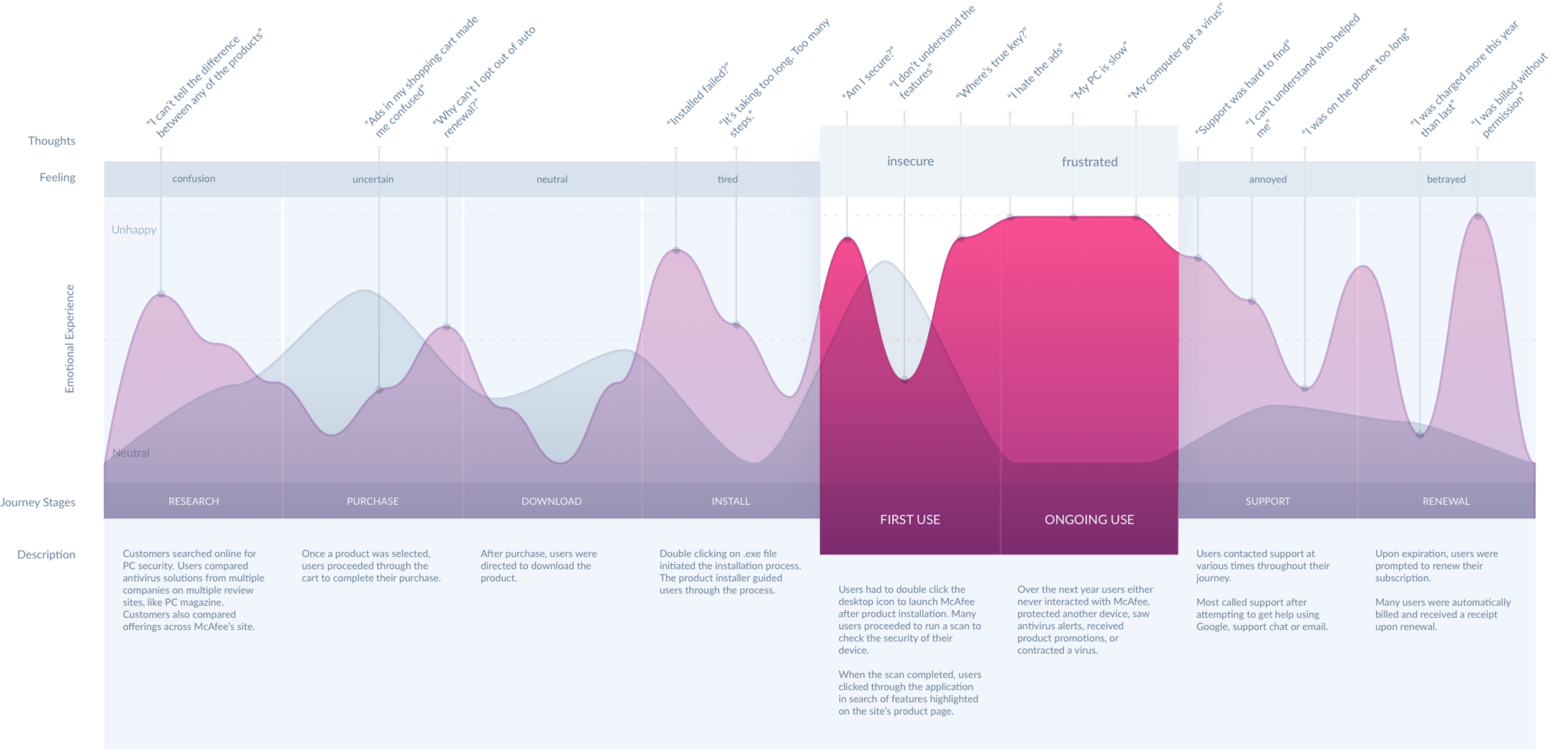
DESIGNING EXPERIENCES

TECHNOLOGY IS ONLY PART OF
THIS SOLUTION



Customer Journey Map

● Positive Experience ● Negative Experience



PART 3

SIMPLIFYING THE COMPLEX

The background of the image is a dense, chaotic mass of multicolored wires (red, blue, white, yellow, green) and electronic components, likely capacitors, creating a complex and cluttered visual. The text "Complexity is the enemy" is overlaid in the center in a white, sans-serif font.

Complexity is the enemy

**BENEFITS. ONLINE, FLEXIBLE, VOLUNTARY,
DISCOUNTS, CASHBACK, PENSION, AUTO-
ENROLMENT, RISK, SHARES, LEARNING &
DEVELOPMENT, HEALTHCARE, WELLBEING,
FINANCIAL EDUCATION, RECOGNITION,
REWARD**



Design for
intention not just attention





You are not Google!

A photograph of an Under Armour retail store interior. The store has a modern design with a dark ceiling and walls. A large, illuminated Under Armour logo is mounted on the left wall. The floor is polished and reflects the store's lighting. Several people are visible in the background, and a large digital display is on the right wall. The text "UNDER ARMOUR" is written in large, white, sans-serif capital letters across the top of the image.

UNDER ARMOUR

“The only thing that will
certainly get you fired here
is being someone who does
things the way we’ve always
done them”



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