



Employee Experience

The Key to Better Customer Experience: Making the Business Case

Employee Experience vs. Employee Engagement: What's the Difference?



Employee Engagement Definition

- “Employee engagement is a workplace approach resulting in the right conditions for all members of an organization to give of their best each day, committed to their organization's goals and values, motivated to contribute to organizational success, with an enhanced sense of their own well-being.”
- While the benefits of employee engagement are long-established, **employee engagement measures tend to look at a particular moment in time —annually, monthly, or another time period.**



Employee Experience Definition

- The phrase “employee experience” rose in popularity in 2017.
- In contrast to employee engagement, employee experience (EX) extends the approach to consider **engagement at all touchpoints throughout the employee lifecycle from the employee’s perspective.**
- It encompasses the physical, technological and cultural environment of a business.



“Take care of the people who take care of the people”

Peter Makowski Former CEO American Hospital Dubai

“I have always believed that the way you treat your employees is the way they will treat your customers, and that people flourish when they are praised.” “Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.”

Richard Branson, CEO & Astronaut

“To win in the marketplace you must first win in the workplace.”

Doug Conant - former President and CEO of the Campbell Soup Company

"Always treat your employees exactly as you want them to treat your best customers."

Stephen R. Covey - author & businessman

"Highly engaged employees make the customer experience. Disengaged employees break it."

Timothy R. Clark ,Founder and chairman of consulting and training organisation TR Clark Associates

CX vs EX The Business Case

**COMPANIES THAT GET
EX RIGHT**

+21%

**MORE
PROFITABLE**

147%

Companies with highly engaged employees outperform their competitors by:

79%

of employees at companies with above-average customer experience are highly engaged in their jobs.

19.2%

Higher growth in operating income with a highly engaged workforce during first year.



Pride

in the organisation and what it stands for



Endeavour

going the extra mile at work



Advocacy

they'd recommend the organisation and its products / services



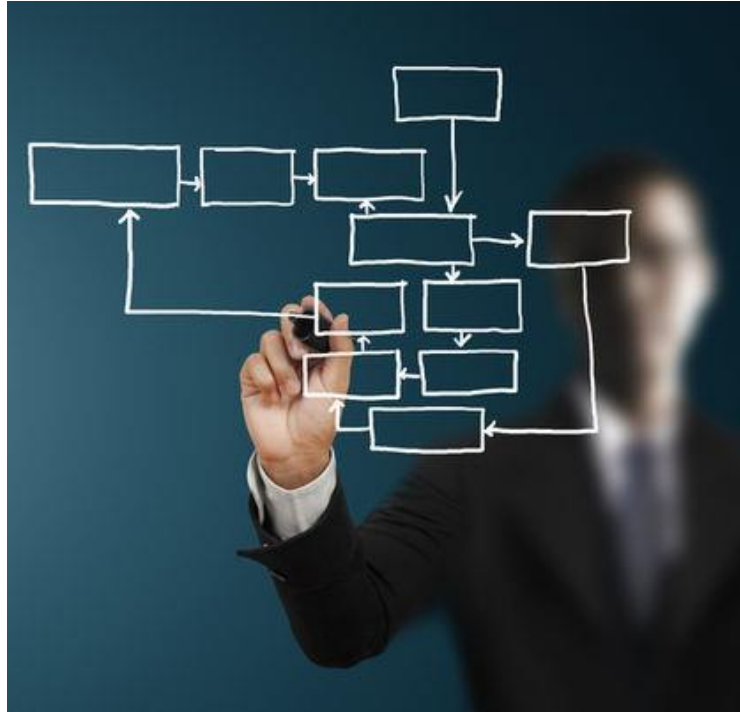
Care

about the future of the organisation



Longevity

they want to stay working there



1. Purpose

What do you stand for and where are you going?

2. Enablement

Do your employees have everything they need to do their job well?

3. Autonomy

Are you promoting healthy and positive behaviours?

4. Reward

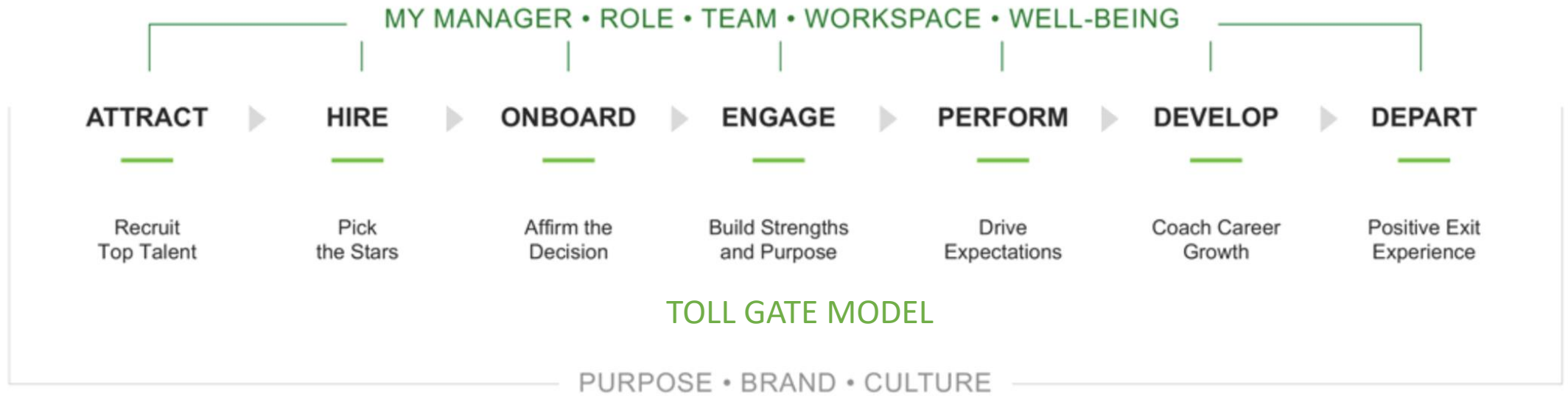
Are employee efforts and growth aspirations being recognised?

5. Leadership

Are your leaders supporting and enabling change?

Employee Experience

The Journey With Your Organization





Employee Experience Health Tracker

| | 01 Attract | 02 Recruit | 03 Onboard | 04 Engage | 05 Perform/Dev | 06 Exit | 07 Network |
|--------------------------------|--|---|---|--|---|--|--|
| TOUCHPOINTS | Job Descriptions Roles and Responsibilities Recruiting Events Employee Referrals Career Page GlassDoor Employer Social Media Employer Newsletter Company's Product | Career Page Job Application Recruiter Hiring Manager | Welcome Packet Benefits Enrollment Training Onboarding Checklist/FAQ Intro to Culture Tour Employee Ambassadors Goal Setting | Performance Conversations Compensation Changes Learning & Development Career Path Counseling Employee Committees | Succession Planning Mentor Program Manager Training | Exit Interview Offboarding | Alumni Events Focus Groups/Advisors |
| MEASUREMENTS OF SUCCESS | # of Referrals # of Qualified Candidates | Time to Fill # of Qualified Candidates | Onboarding Survey 30-60-90 Day 1:1s | Employee Surveys Town Halls Individual Performance Retention Rates | Employee Surveys Town Halls Individual Performance Retention Rates | Exit Interview GlassDoor Reviews # of Referrals from Alumnis | GlassDoor # Referrals from Alumnis Attendance at Alumni Events |
| ENGAGEMENT TRACKER | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |



Define Every Stage

For example, during candidacy, we might consider:

- Does the candidate feel treated fairly and equally?
- Have their contacts from the organization “lived” the values?
- Have they had a positive experience of the meeting places, technology and tools used through the process?

During onboarding, we can ask:

- Has your new employee been made to feel part of the team?
- Does your employee know where they can get the support and resources they need?
- Does your new hire know what you expect of them?
- During the performance stage, we might ask:



During the performance stage, we might ask:

- Does the employee feel they are getting enough feedback?
- How often is the employee meeting for a one-to-one with their line manager?
- Does the employee feel supported and encouraged by those around them?
- Does the employee feel they are part of a well-functioning team?
- During “growth” we might think about some of the same aspects of EX differently:

During “growth” we might think about some of the same aspects of EX differently:

- Does the colleague feel they have fair and equal access to development opportunities?
- During periods of stretch and learning, is their physical and mental wellbeing supported?
- Do they have access to the technology and tools they need to develop?

Finally, at the final “exit” phase:

- Does the employee feel valued for the work he or she has done for your business?
- Does the employee feel that sufficient measures were put in place to ensure they had a good experience at your company?
- Did the employee feel fairly treated throughout their employee journey?



Start with Why? Why Are Organizations Focusing on Employee Experience

- Companies are looking to combat **the talent shortage and retain their talent.**
- **Social media's role** when it comes to recruitment and retention.
- Your people will **likely share their impressions** of your organization online.
- Never underestimate the damage caused by **publicized poor employee experience.** Amazon, Sports Direct and even “best place to work” Google have seen damage to their employer brand from widely reported stories.
- What's more, employees have a great deal of choice these days and are therefore more selective. They are actively seeking companies who care about their workforce. **According to Gallup, employees want companies that give them opportunities to grow while providing meaning and purpose.**
- Internally, a **poor employee experience at any point in the lifecycle can lead to disengagement.** Other ensuing, proven problems include increased absence, lower productivity, increased accidents and employee turnover.

Tips for Delivering a Great Employee Experience

With every single internal decision, you make at your organization, take the time to question how this change will **impact your employees**

Remember, **employee experience begins before the employee's first day**. The first step is recruitment.

Leadership is key to a great employee experience.

Encourage transparency throughout the employee experience and encourage open lines of communication.

Keep up-to-date with **employee experience trends**.

Employee Experience — the Key Takeaways

- Employee experience extends the approach to consider engagement at **all touchpoints throughout the employee lifecycle.**
- Employee experience is an **employee-centric** way of thinking about the organization where decisions made internally consider how employees feel about all aspects of their employment
- Employee engagement is the **end goal** while employee experience is the **means to that end.**
- It requires a culture where leaders and managers alike put themselves in the **employees' shoes.**

Employee First Strategy



Old Model

1. Shareholders
2. Customers
3. Employees



New Model

1. Employees
2. Customers
3. Stakeholders

Make the Employee Experience Paramount

