

Why linking Customer Experience and Employee Experience drives success

In an era where digital disruption and increasingly globalised competition has made sustainable high performance more difficult to achieve than ever, there is one organisational truism that often gets overlooked in the quest to find competitive advantage. That is, engaged and aligned employees underpin customer experience excellence and that in turn drives organisational success.

Committing to achieve a true cultural shift that focuses on empowering employees to deliver in the best interests of customers, is often bypassed due to the short-term desire for quick wins and unsustainable revenue grabs.

Think and act differently

At Insync, we know that successful organisations think and act differently. They are convinced that customer loyalty and advocacy are dependent on employees who themselves are highly engaged advocates for their organisation.

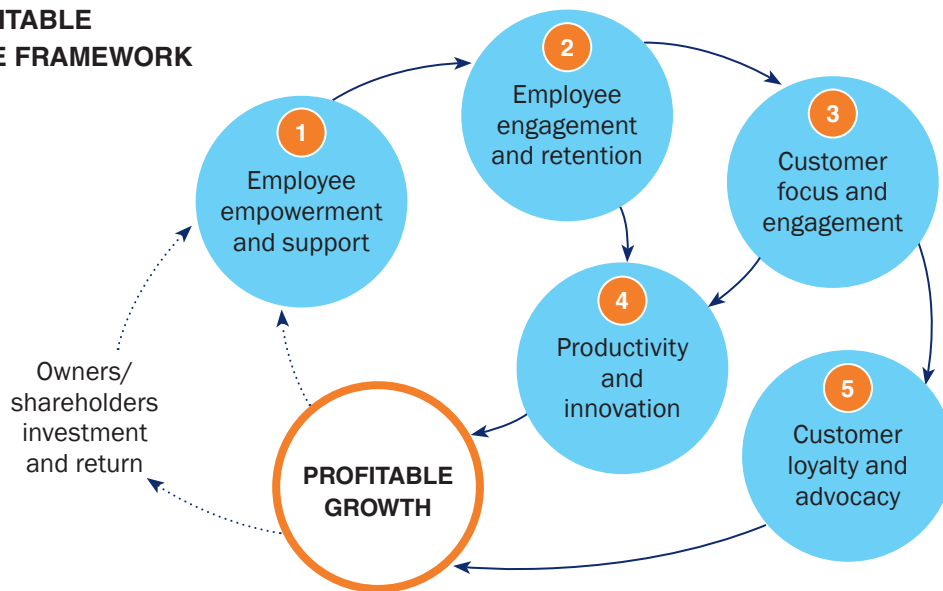
This different thinking and focus is illustrated by our research paper titled, *The 5 People Drivers of the Profitable Growth Cycle*¹, which we developed by applying the lessons learnt from over 1,000 of our own customer and employee studies, as well as referencing leading academic publications on the topic.

¹ Download here: www.insyncsurveys.com.au/pgc

Profitable Growth

This research paper includes our framework for understanding the inter-relationship between employee engagement (EX) and customer experience (CX), as well as the corresponding impact on productivity and innovation, and how these factors can be leveraged to create profitable growth and organisational success.

INSYNC'S PROFITABLE GROWTH CYCLE FRAMEWORK



DRIVER 1:

EMPLOYEE EMPOWERMENT AND SUPPORT

The need for clear direction and expectations, and the development and support of employees to enable them to do their jobs well. This leads to:

DRIVER 2:

EMPLOYEE ENGAGEMENT AND RETENTION

Having motivated, focussed and experienced employees leads to drivers 3 and 4.

DRIVER 3:

CUSTOMER FOCUS AND ENGAGEMENT

Engaged and longer serving employees build strong customer relationships and ensure robust systems are implemented to meet customer needs. This leads to:

DRIVER 4:

PRODUCTIVITY AND INNOVATION

Productive employees and lower recruitment and induction costs enable competitive pricing and innovation which underpin sustainable profit margins.

DRIVER 5:

CUSTOMER LOYALTY AND ADVOCACY

This results in ongoing revenues from existing customers and growing revenues from new customers.

Profitable growth is the outcome of stable and growing revenues provided by a loyal and growing customer base on the one hand, and productivity gains and innovation on the other.

Profitable growth is a crucial component of a continuous cycle that enables ongoing investment in employee empowerment and support, and thereby reinforces and strengthens the other drivers of profitable growth, building a sustainable growth curve over time.



MORE EVIDENCE OF THE CX AND EX LINK

A recent Gallup study² conducted across multiple countries and industries and utilising metrics from around 200 organisations shows this clearly:

“You won’t have a happy and engaged customer on one end of the phone if you have an unhappy and disengaged employee on the other”



² Susan Sorenson. "How Employee Engagement Drives Growth." Gallup Business Journal. Gallup. June 20, 2013. Accessed on 8 November, 2018, at www.gallup.com/workplace/236927/employee-engagement-drives-growth.aspx

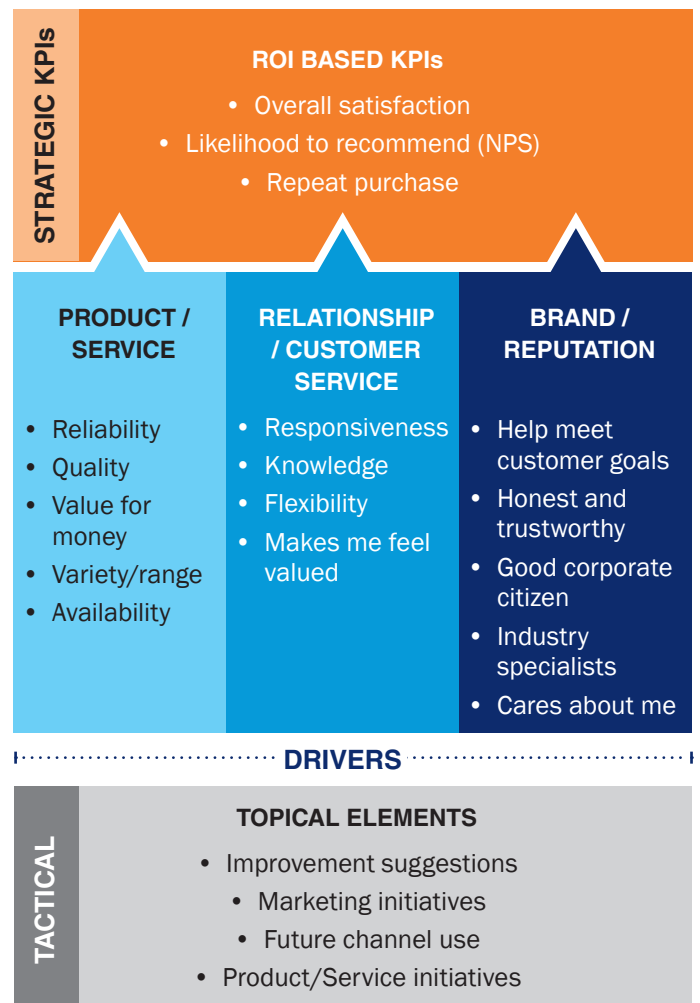
Drive accountability for key customer outcomes

The development of a truly customer focused organisation requires a well-designed, evidence based program that helps drive accountability for key customer outcomes. Step one is to work out what really matters to your customers.

Insync works closely with clients to help design the most appropriate KPIs, keeping in mind the organisation’s vision, CVP and strategy. The design of the survey items under each of the three headings (factors) is also done collaboratively, and involves the input of both employees and customers, often using Customer Journey Mapping. Statistical analysis then determines which of the main drivers under each factor are most important to customers and in particular, most important to achieving the chosen KPIs (outcomes).

Our CX Measurement Framework combines insights from both employees and customers to provide a clear and simple roadmap for improving customer experience and embedding customer centricity into organisational DNA. This innovative approach engages people, drives action and inspires success.

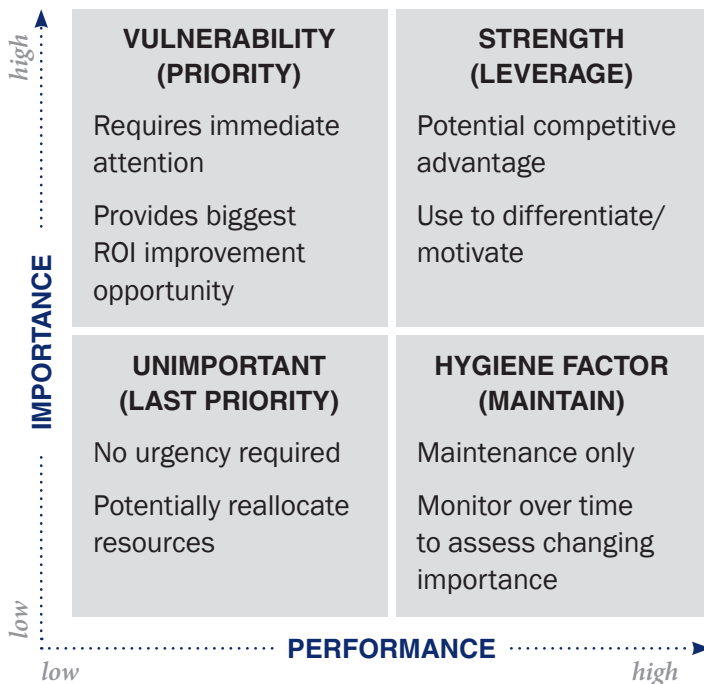
INSYNC’S CX MEASUREMENT FRAMEWORK™



Note: example drivers only

Focus your efforts on the vital few

Utilising the CX Measurement Framework allows clients to measure both the performance and derived importance of key aspects of customer relationships, to isolate the things that really matter and to block out the noise of those that have no significant impact. We do this by creating a Performance-Importance Grid as shown below.



This grid helps to focus organisations on the items that are most important to improve if they want to achieve the biggest impact on customer experience and thus business performance (e.g. value for money or responsiveness). We also break this performance down for individual business units and even for relationship managers such as financial advisers, to provide scorecards that drive internal accountability.

Use 'in the moment' feedback to drive change in a few key areas

Once Insync's CX Measurement Framework has been implemented and priorities for driving business success have been identified, leadership teams can then focus efforts on implementing two to three meaningful initiatives that can truly transform the business.

Insync helps track the impact of these initiatives on KPIs in a transactional sense, with short, 'in the moment' feedback loops that engage and empower employees and drive their accountability to specific responsibilities.

This focuses the organisation on the customer and feeds the Profitable Growth Cycle that underpins success.

Your own customised CX Measurement Framework

If you would like your own CX Measurement Framework, please contact:

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- As one of Australia's largest research and consulting firms, Insync helps clients achieve sustainable high performance by improving customer and employee engagement.
- We have an extensive CX track record in NPS Surveys, CX Scorecards, Customer Journey Mapping and all aspects of customer research.
- Our EX solutions include Employee Alignment and Engagement Surveys, Board Evaluation Surveys, Culture, Safety and Diversity Surveys, 360 Evaluations and Entry/Exit Surveys.