

The background of the slide features a dark, almost black, setting with several hands holding lit sparklers. The sparklers are in various stages of being lit, with bright orange and yellow sparks radiating outwards. The lighting is dramatic, with the hands and sparklers being the primary light sources, creating a high-contrast, celebratory atmosphere. The overall composition suggests a moment of achievement or a successful outcome.

# Connecting Employee Experience And Customer Satisfaction

**Deloitte.**  
Digital



**MEDALLIA**



# The opportunity is real



## In business, the customer is king.

Companies go out of their way to deliver the best experiences possible, whether in a store, on the web, or through an app.

## The Employee Experience, however, is typically very different.

Employees are often expected to navigate complex systems and processes that can include anything from viewing pay stubs to completing performance management reviews.



## Executives and leaders are struggling to create a differentiated Employee Experience.

**80%** of executives rated Employee Experience very important<sup>1</sup>

But only **22%** reported that their companies were excellent at building a differentiated Employee Experience<sup>1</sup>

Only **24%** of companies feel that they are excellent in aligning employee and personal goals with corporate purpose<sup>1</sup>

And only **23%** of companies feel that they are excellent helping employees balance personal and professional life/work demands<sup>1</sup>

**But what would happen if a world-class customer experience could be combined with a world-class employee experience?**



# Employee Experience (EX) is Inseparable from Customer Experience (CX)

Backed by research, the correlation of Employee Experience with Customer Experience and tangible business results is clear.

## Employee Outcomes

- Employee recruitment
- Employee retention
- Employee productivity

## Customer Outcomes

- Customer service levels
- Customer emotional connections
- Customer satisfaction & retention

## Business Outcomes

- Advocacy/Brand reputation
- Brand loyalty
- Operational outcomes
- Financial outcomes



### PRODUCTIVITY

Companies in the top quartile of employee experience are typically 25% more profitable than competitors in the bottom quartile<sup>1</sup>



### RETENTION

Engaged employees are **four times** more likely to **stay in their jobs**<sup>2</sup>



### CUSTOMER SATISFACTION

**Double the Customer Satisfaction** reflected in the net promoter score in companies able to build seamless and innovative employee experiences<sup>1</sup>



### REVENUE GROWTH RATE

Organizations with highly engaged employees reported a **3-year revenue growth rate 2.3 times greater than average** (20.1% growth vs. 8.9% growth)<sup>3</sup>

<sup>1</sup> Building Business Value with Employee Experience, MIT Csr Research Briefing, Vol. 17, No. 6 (2017)

<sup>2</sup> Corporate Leadership Council Employee Engagement Survey

<sup>3</sup> 2017 Deloitte Global Human Capital Trends

# Companies should first understand what drives employee experience



Determine impact on  
**customer experience**



Link **CX** and **EX** data to  
help close the LOOP



Understand what drives  
**employee experience**



Measure and improve  
**culture and engagement**

**The goal:** Enable employees to deliver great customer experiences with systems that enhance the employee experience.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General Goods	+202.82		+202.82	+202.79	+182.82
Health & Medical	13.9	+12.94	+229.74	+229.90	+13.9
Art Supply	+12.94	+202.82	+12.94	+229.74	
Kids & Baby	+12.94				

# Let's bring employee experience and customer satisfaction together

Medallia and Deloitte Digital can link key moments in the customer experience with relevant moments in the employee experience, and identify key metrics that can be gathered, tracked, and displayed.

With this data, companies can make targeted improvements to the employee experience that can directly, and measurably, bolster the customer experience....and the bottom line.





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## **Let's get started**

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