

Linking Employee Engagement and Customer Satisfaction



Mary Poppen

Chief Customer Officer

Glint

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2 Key Drivers of Customer Experience...

- Customer Intimacy
- Contagious Enthusiasm

Help Avoid...

- “V” Word
- Have you seen my customer?



Simon Sinek ✓

@simonsinek

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Customers will never love a company until the employees love it first.

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Happy Employees = Happy Customers?

Gallup State of the American Workplace: Companies in the top quartile of employee engagement experience 10% higher customer ratings than companies in the bottom quartile.

Washington State University: Customer satisfaction is directly linked to employee engagement and financial success; therefore, employee engagement is indirectly linked to financial success

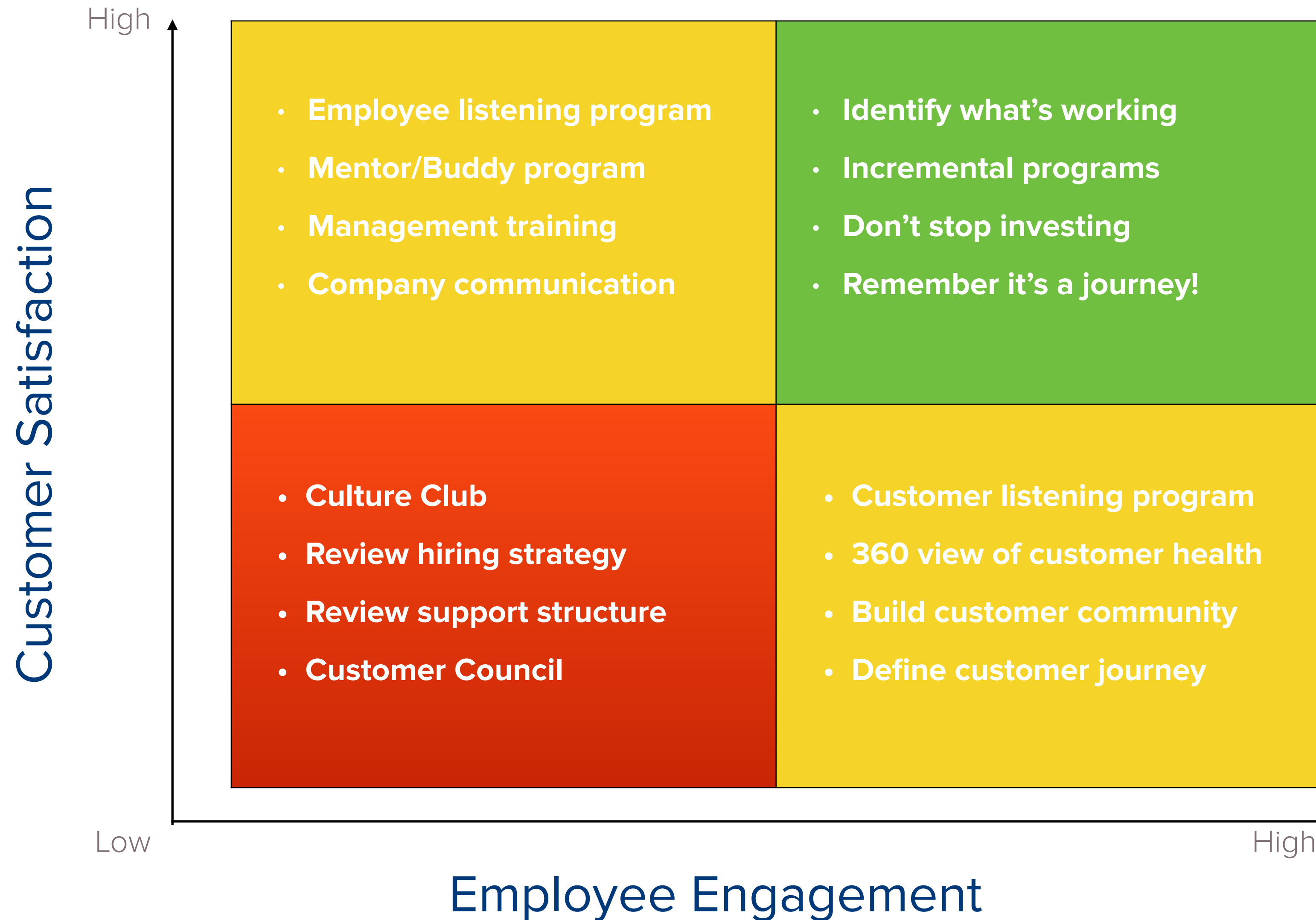
Bain & Company studies: Employee behavior and attitude is one of the most significant drivers of customer satisfaction. Engaged employees not only spread their enthusiasm to customers, but they also are more dedicated to providing the best product and service to customers.

Aon Hewitt Manager Survey: Teams classified as “high performance zone for engagement” had a 37 net promoter score (NPS) versus 10 for teams “outside of high performance zone for engagement.”

The Linkage



Taking Action!!



If we get this right....



- Companies who score in the top quartile of engagement, as compared to the bottom quartile, have Glassdoor Recommend scores that are **34% higher** and CEO ratings that are **27% higher**; they also had **42% higher** 52-week change in stock value!
- Employees who score low on engagement are **12x more likely** to leave in the next year
- Companies with high employee engagement scores had **twice** the customer loyalty (repeat purchases, recommendations to friends) than companies with average scores (Source: Are They Really 'On the Job?', Pont)
- Morrison Management Specialists launched a company-wide employee engagement initiative and realized a **30% increase** in employee engagement, **15% reduction** in turnover rates and a **16% rise** in client satisfaction (Source: Engagement Leads to Growth at Morrison, Talent Management)

Diagram Source: Kevin Kruse, Employee Engagement Research Master List

Ask yourself...

- What does the grid look like in your company?
- Where should you prioritize efforts?
- What is one thing you will do to make an impact right away?



Thank you!!

Let's stay connected!

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