



Understanding the Power of Employee Engagement

THE EMPLOYEE-CUSTOMER EQUATION

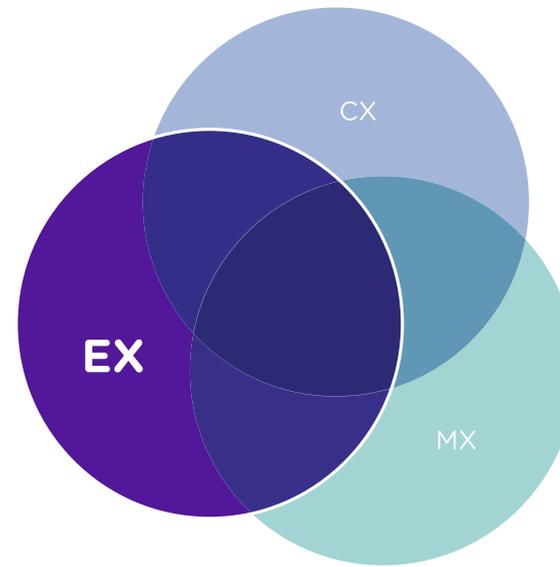


THE CX EQUATION

Customer experience is like an equation. When the right elements are in place, the result is seamless. However, remove a variable and the entire thing falls apart.

So, while customer experience and CX data are important, they only offer one perspective on how to leverage experience to improve both relationships and business outcomes.

Connecting customer experience and employee experience provides more intelligence on companies' opportunities and risks, and helps them take better care of these important audiences. Employee experience brings in important data sources and an enhanced lens to experience intelligence.

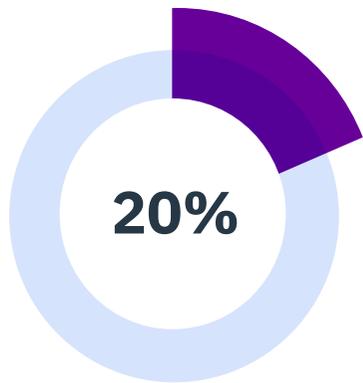


EMPLOYEE EXPERIENCE

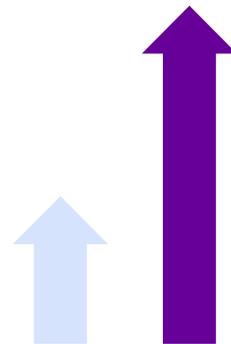
The InMoment EX Cloud collects and ingests employee feedback about engagement as well as customer experience, analyzes it with tuned models, and shares it with teams who can track and monitor the employee/customer connection. We actively seek the voice of the employee to understand their perception of—and impact on—customer experience.

THE COST OF DISENGAGED EMPLOYEES

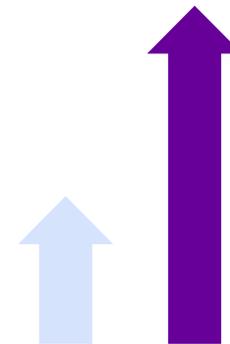
Your business faces many challenges when it comes to your most important asset—your employees. Turnover alone can cost companies an astronomical amount. This makes understanding what drives employees in today's competitive market a critical piece to any business's success.



Turnover can cost **20%** of an employee's annual salary



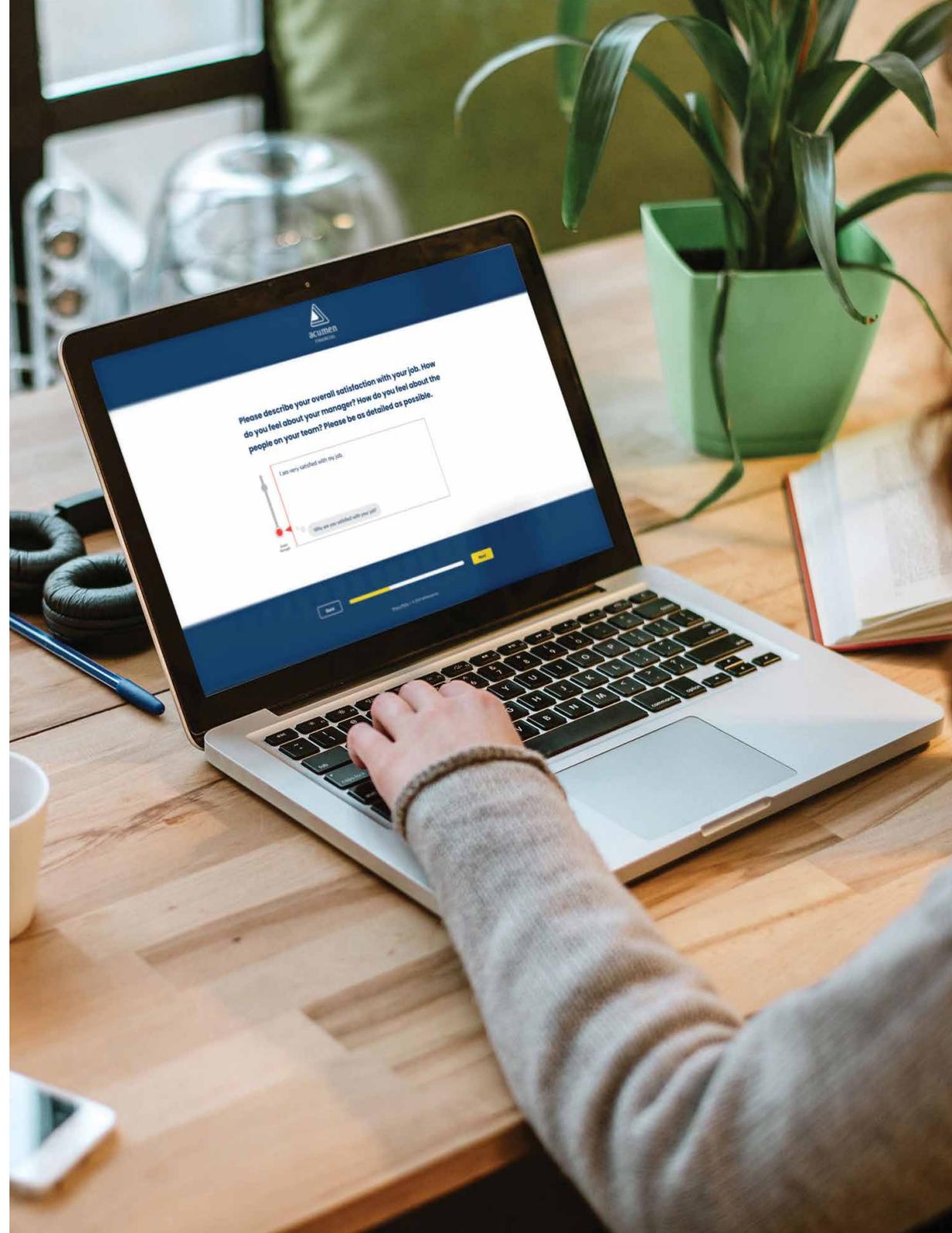
Companies with an engaged workforce have **21% higher productivity** than their competitors



Companies with an engaged workforce have **22% higher profitability** than their competitors

THE CHALLENGE

Getting employees to give you their honest feedback can be difficult. Concerns about privacy and professional repercussions can make employees reticent to share their stories, while long, laborious surveys deter employees from completing them. And if you do manage to collect those stories, connecting employee feedback to the rest of your customer experience data—and showing how their symbiotic relationship can positively impact your business—can be difficult.





THE GOAL

The goal of any employee feedback program is not only to understand and enhance the culture, but also to create a better experience for your customers.



THE SOLUTION

Employee Engagement focuses on understanding what employees are saying to and about your business and about the customer experience it provides. InMoment's solution combines powerful technologies with expert consulting services to effectively listen to, understand and share employee feedback with data gathered from other touchpoints along the customer experience journey. This combination allows brands to better understand and leverage their employees to positively influence the rest of the CX equation.

LISTEN

We combine technology and human expertise to provide employees with a safe, trusted, and convenient forum to tell their stories.

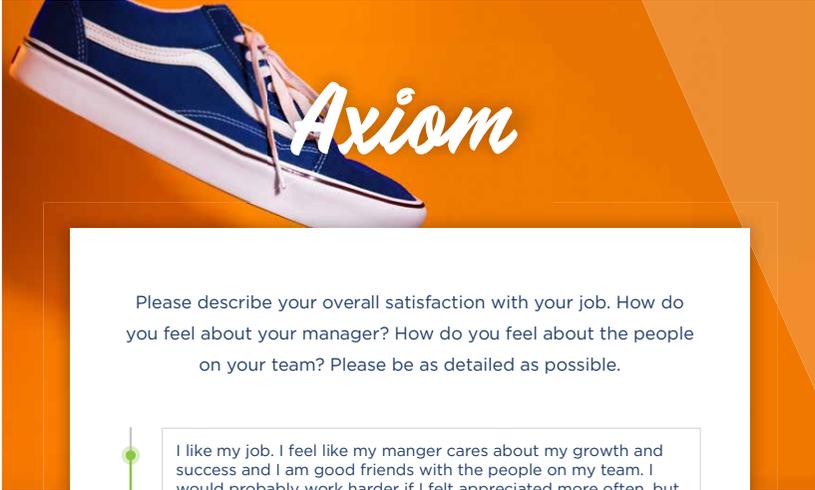
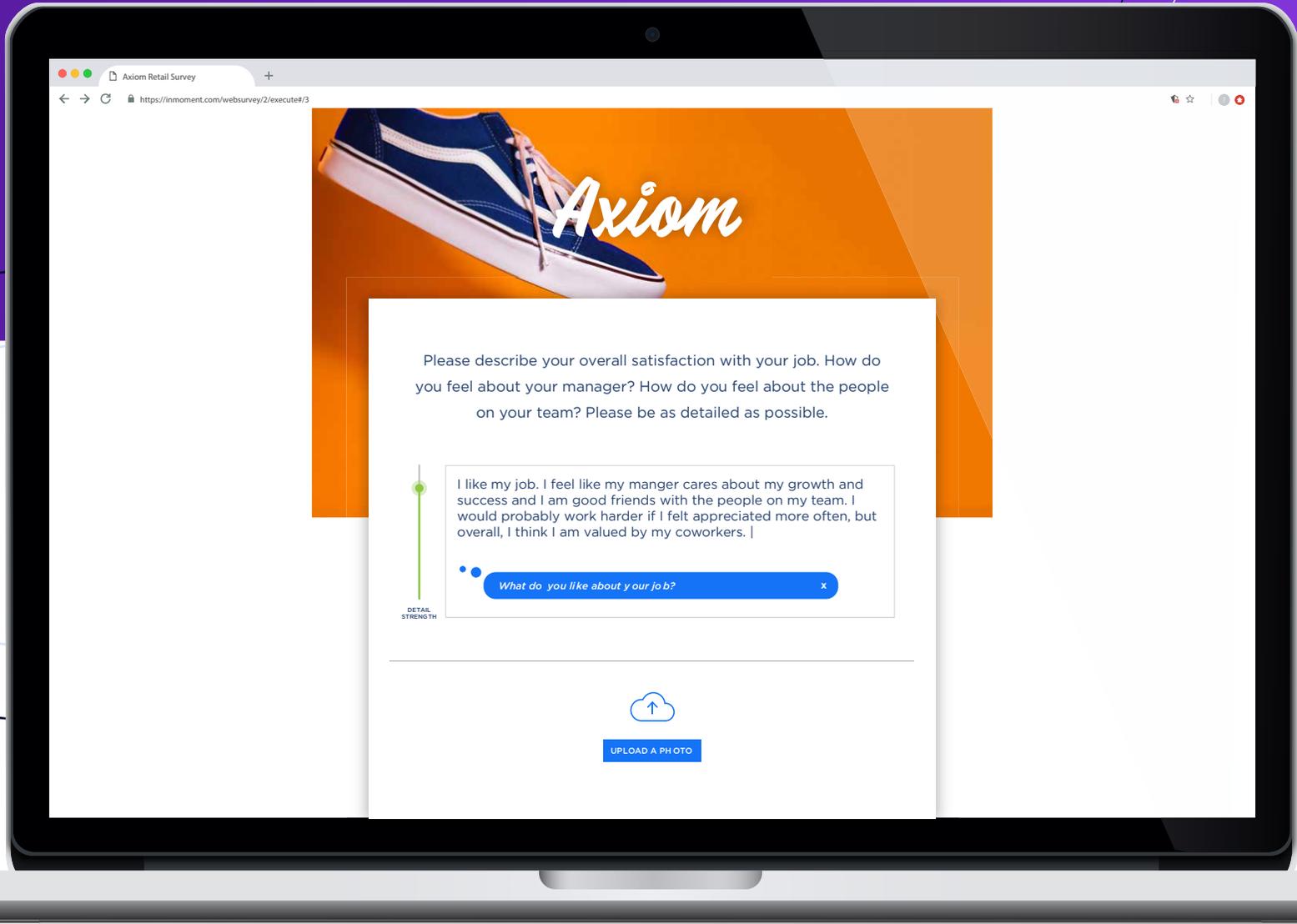
Feedback Design, Development, and Execution

- Dedicated team with expertise in human management
- Methods and modes recommendations (differences between front-line and multi-unit managers/home office)
- Flexible surveys: Initial engagement survey followed by up to three pulse surveys **OR** employee lifecycle monitoring that includes onboarding, post-probation, 6 month, and exit interview surveys.
- Unlimited demographic comparisons (e.g. department, role, gender, tenure, age etc.)

- Employee Experience Index (EXI) score that identifies the level of engagement within any group

Communication Plans and Invitation Methodology

- Connect with employees to ensure 76% response rate
- Custom designed invites and collateral (posters, invite cards, manager FAQ/implementation guides, etc.)
- Best practices and communication plans to communicate initiative to home office and field staff



Please describe your overall satisfaction with your job. How do you feel about your manager? How do you feel about the people on your team? Please be as detailed as possible.

I like my job. I feel like my manger cares about my growth and success and I am good friends with the people on my team. I would probably work harder if I felt appreciated more often, but overall, I think I am valued by my coworkers. |

DETAIL STRENGTH

What do you like about your job?



UPLOAD A PHOTO

UNDERSTAND

Powerful analytics, security, and privacy technologies are married with professional consulting services to surface insights inside your employee feedback.

Quantitative Analytics

- Responses presented as intuitive graphs tables and visuals

Text Analytics

- Specifically tuned to employee engagement terminology (persona-based, phenomenological, open-ended, narrative)

Employee Privacy Thresholds

- Hides response data (scores, demographics) until pre-defined thresholds have been met, ensuring employee privacy

Program Health Maintenance

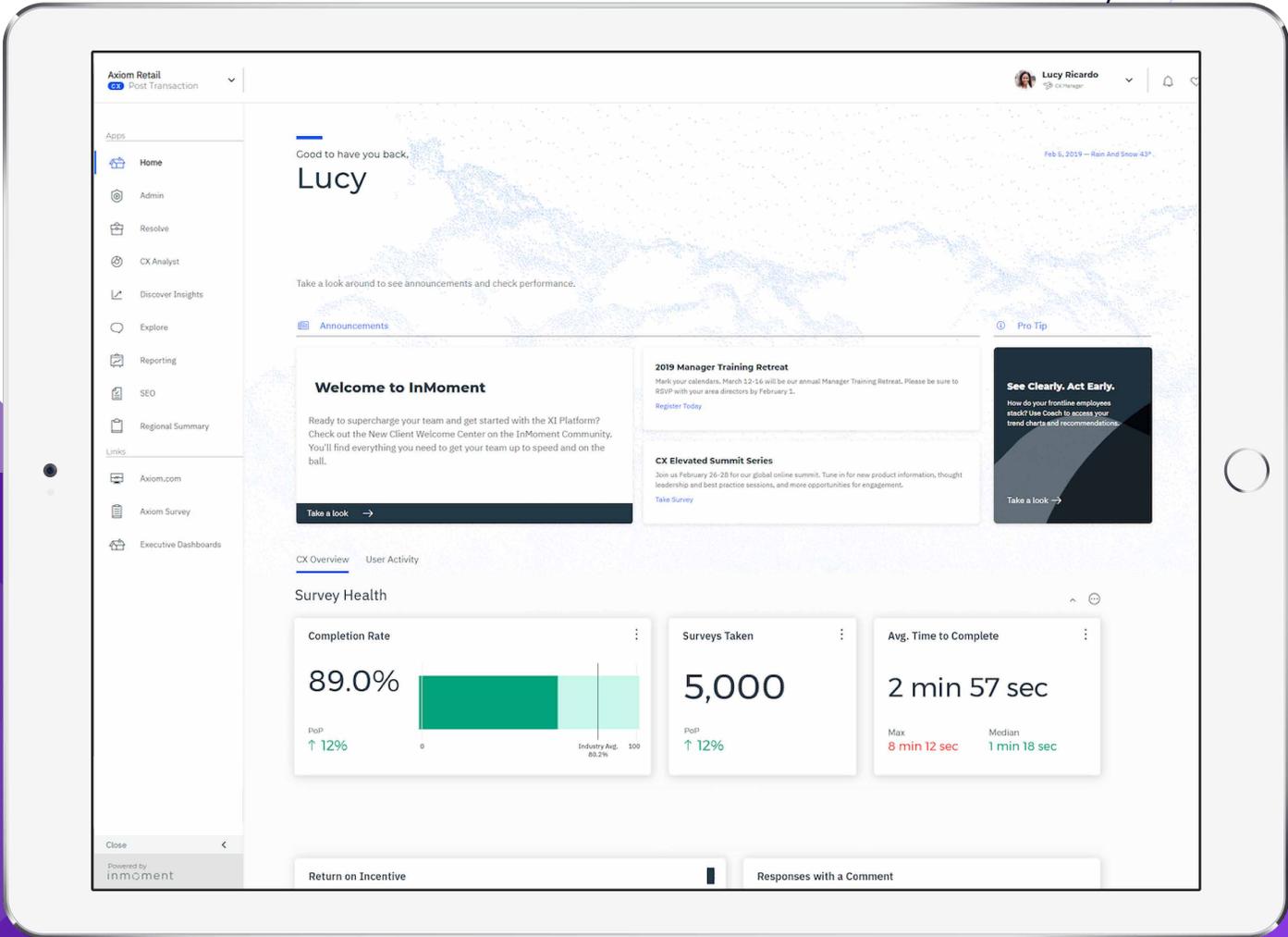
- Track and distribute participation rates, real-time
- Make changes/improvements to survey and methodologies

Data Integrity

- Manually analyze employee survey responses for data integrity and/or fraud prevention

Consulting and Professional Services

- Executive review
- Manager training
- Engagement coaching
- Recommendations and action planning
- Linkage analysis



- Apps
- Home
- Admin
- Resolve
- CX Analyst
- Discover Insights
- Explore
- Reporting
- SEO
- Regional Summary
- Links
- Axiom.com
- Axiom Survey
- Executive Dashboards

Good to have you back,
Lucy

Feb 6, 2019 - Rain And Snow 43°

Take a look around to see announcements and check performance.

Announcements

Pro Tip

Welcome to InMoment

Ready to supercharge your team and get started with the XI Platform? Check out the New Client Welcome Center on the InMoment Community. You'll find everything you need to get your team up to speed and on the ball.

Take a look →

2019 Manager Training Retreat

Mark your calendars, March 12-14 will be our annual Manager Training Retreat. Please be sure to RSVP with your area directors by February 1.

Register Today

CX Elevated Summit Series

Join us February 26-28 for our global online summit. Tune in for new product information, thought leadership and best practice sessions, and more opportunities for engagement.

Take Survey

See Clearly. Act Early.

How do your frontline employees stack? Use Geed to access your trend charts and recommendations.

Take a look →

CX Overview User Activity

Survey Health

Completion Rate

89.0%

PopP

↑ 12%



Surveys Taken

5,000

PopP

↑ 12%

Avg. Time to Complete

2 min 57 sec

Max

8 min 12 sec

Median

1 min 18 sec

Close

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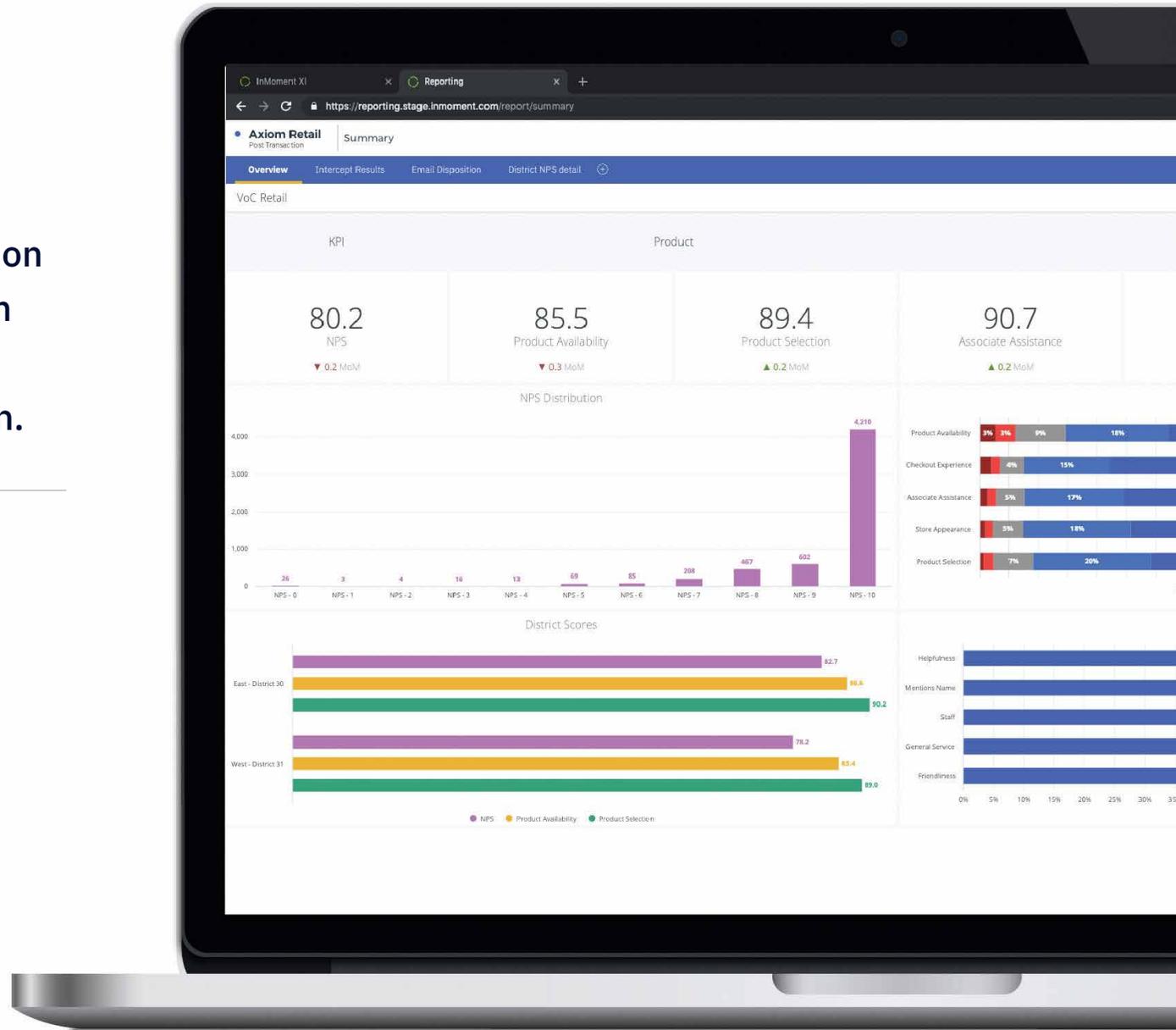
Return on Incentive

Responses with a Comment

SHARE

A suite of reporting tools focused on different roles and purposes, from executive overviews, to manager coaching, to employee recognition.

- Participation reports
- Scorecards
- Response distribution reports
- Coach
- Dashboards
 - Text analytics, trend lines, participation rate, and peer comparison widgets
- Custom Executive Dashboards



THE BENEFITS

FLEXIBLE, REAL-TIME FEEDBACK

An annual 50-question survey can be helpful, but it can't possibly capture all the nuances of each individual employee's story. InMoment gives you a variety of feedback options from periodic queries, to real-time check-ins, to moment-of-truth listening points throughout the employee journey—ensuring a comprehensive and ongoing understanding of their experience.

ACTIVELY LISTEN

InMoment's patent-pending Active Listening capabilities apply technology to understand employee comments in real-time, and encourage them to share more of their stories. The result is richer data, and a better, more human experience for employees.

UNITED VIEW

Understand the interplay between employee and customer satisfaction by bringing the data from both groups together in one system, and accessible through a variety of reports. Compare employee and customer satisfaction levels, or isolate employee feedback to find trends, aggregate responses by department or location, and more.



THE BENEFITS

EMPOWERED TO SUCCEED

With InMoment, managers and employees receive customer feedback about their performance. Hearing directly from customers in their own worlds provides powerful motivation, specific guidance on how to improve, and first-hand recognition of what customers appreciate most.

EMPLOYEE-TUNED TEXT ANALYTICS

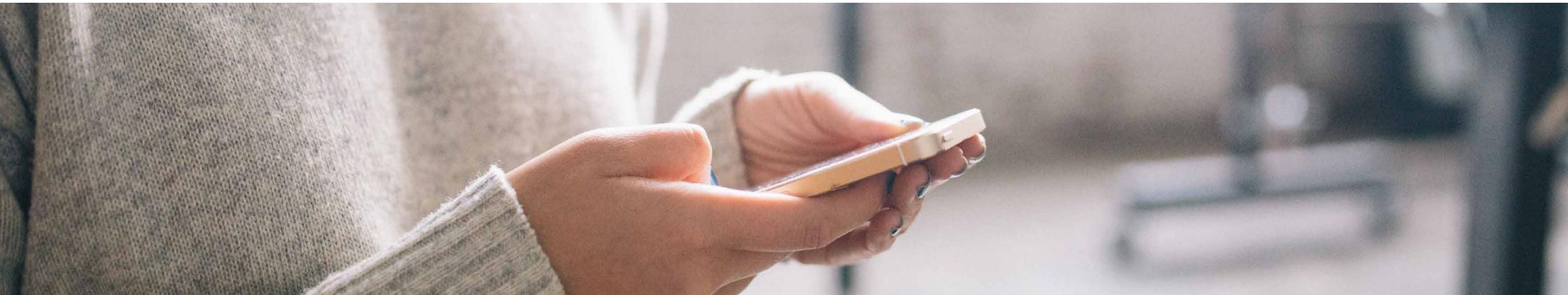
InMoment's text analytics are built on the same engine as IBM's Watson, and then tuned specifically to the language of employee engagement to automatically surface the important insights that will drive meaningful change.

PRIVACY PROTECTION

Employees want to share their stories—but they also want to make sure their feedback is anonymous and that they won't be penalized for being honest. InMoment ensures complete privacy and confidentiality by automatically setting specific response thresholds and hiding identifying employee data.

IN-DEPTH EXPERTISE

InMoment has more than 13 years of experience building employee engagement programs for global clients. With expertise in survey design and consulting, invitation methodology, program health maintenance, and fraud analysis, InMoment brings the knowledge necessary to help clients implement and maintain a successful employee engagement program.



"InMoment's analytics prowess and collaborative approach enables us to tap into the wisdom of our customers to create a win-win-win experience. Our employees win because they're armed with the feedback they need to perform at the top of their game. Our customers win because we're able to react and strive to exceed their expectations. With effective, engaged employees and loyal customers, our business wins in the form of real bottom line success."

JOHN WOMPEY, VP OF OPERATIONS AT FOOTLOCKER



2x

Companies with high employee engagement scores have **2x the customer loyalty** than companies with average employee engagement levels.



About InMoment

Improving experiences is why InMoment exists. Our mission is to help our clients improve experiences at the intersection of value—where customer, employee, and business needs come together. The heart of what we do is connect our clients with what matters most through a unique combination of data, technology, and human expertise. With our hyper-modern technology platform, decades of domain authority, and global teams of experts, we uniquely deliver a focus on Experience Improvement (XI) to help our clients own the moments that matter. Take a moment and learn more at inmoment.com.



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