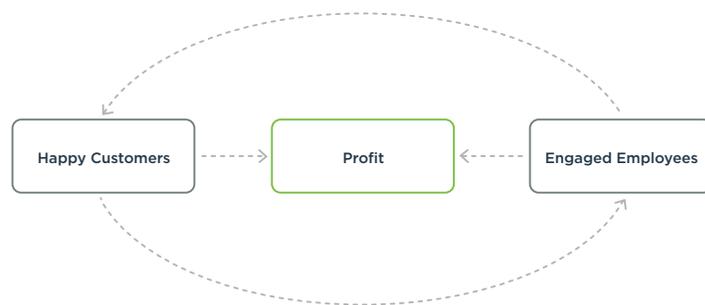


4 Steps to a Successful VoE Program

Your employees are at the forefront of your customer experience, and being so close to your customers can have an effect on revenue, both negative and positive. Employee insights coupled with VoC data give an organization a complete view of how improve customer experiences. Knowing what steps your organization can take to launch a successful VoE program will help you access this untapped resource and close the Customer-Employee Profit Loop.



Step 1: Create Engaged Employees

Engaged employees lead to happy customers, and companies with an engaged workforce have a 21% higher productivity rate than their competitors,¹ yet only 29% of employees in the U.S. and Canada are engaged with their careers.² How does an organization build an engaged employee base?

- Informed employees. Engaged Employees are aware of your brand promise and the role they play individually in creating the optimal customer experience.
- Aligned goals. Everyone in the organization needs to be aligned on CX strategies and what to expect in the next steps of CX optimization.
- Open communication. Feedback, even negative, needs to be shared. Employees need to know where the customer experience stands in order to improve it. But this goes both ways; you must also be open to listening to your employees and acting on the feedback you receive.

Step 2: Partner with the Right Technology Vendor

If your organization is willing to commit to a VoE program, partnering with the right technology vendor is key. Frequent employee surveying coupled with advanced analytics technology can provide your brand with priceless data. This data has the potential to not only improve the customer experience but foster a better relationship between the employee and the company.

When looking for a VoE technology and/or partner, consider the following questions:

- Does the solution have omnichannel invitation and engagement capabilities (phone, email, video, etc.)?
- Can the solution collect employee data on both the relationship (how is your brand delivering CX overall?) and the transactional (how is your brand delivering on touchpoint X?) levels?
- Can the solution analyze unstructured employee comments?
- Does the solution have a data sciences team to provide in-depth analysis and recommendations?
- Can the solution do both brand- and location-level surveying and reporting?
- Can the solution display VoE data alongside VoC and employee engagement data?
- Can VoE capabilities be integrated in other VoC processes (case management)?

Step 3: Ask the Right Questions

Once you've selected a technology provider, the third step in the process becomes ensuring you are asking your employees the right questions so you get actionable data in return. These questions generally fall into three categories:

- CX Culture
- Job Resources and Demands
- Product

These specific question categories give your employees an area of the business to focus on and, in turn, provide a solution.

Step 4: Close the Loop with Your Employees

Similar to your customers, closing the loop with employees is essential in building trust and satisfaction. If you ask for their feedback, you must be prepared to take action—even if that action is communicating that you have decided not to act, and why. It may sound counter-intuitive, but simply acknowledging the receipt of feedback can boost employee engagement.

Your Employees Are Already Sharing. It's Time to Harness that Feedback

InMoment's independent research has shown that 33% of nearly 20,000 employee engagement surveys had feedback that related to an aspect of the customer experience. The truth is, your employees are already sharing their insights. Harness those with the power of VoE.

1 <http://www.gallup.com/businessjournal/163130/employee-engagement-drives-growth.aspx>
2 <http://www.gallup.com/poll/165269/worldwide-employees-engaged-work.aspx>