

inmoment

EBOOK

# Understanding the Power of Employee Engagement

The Employee-Customer Equation

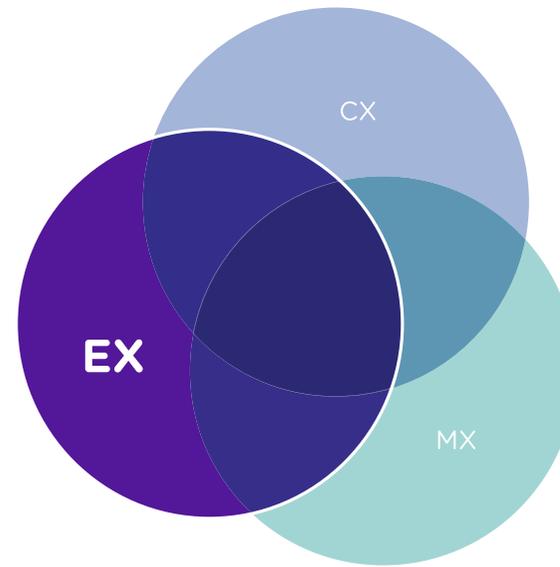


# THE CX EQUATION

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

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

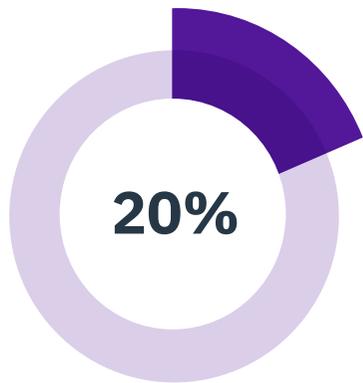


## EMPLOYEE EXPERIENCE

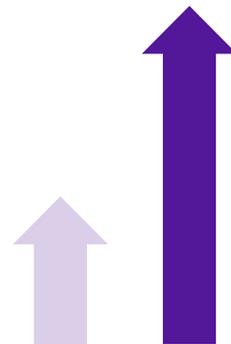
The InMoment EX Cloud collects and ingests employee feedback about engagement as well as CX, analyzes it with tuned models, and shares it with teams who can track and monitor the employee/customer connection. We actively seek the voice of the employee to understand their perception of—and impact on—CX.

# THE COST OF DISENGAGED EMPLOYEES

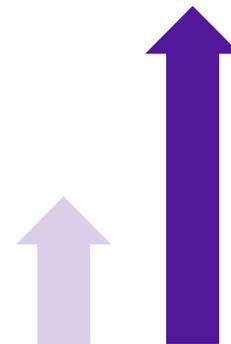
Your business faces many challenges when it comes to your most important asset—your employees. Turnover alone can cost companies an astronomical amount. This makes understanding what drives employees in today's competitive market a critical piece to any business's success.



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.

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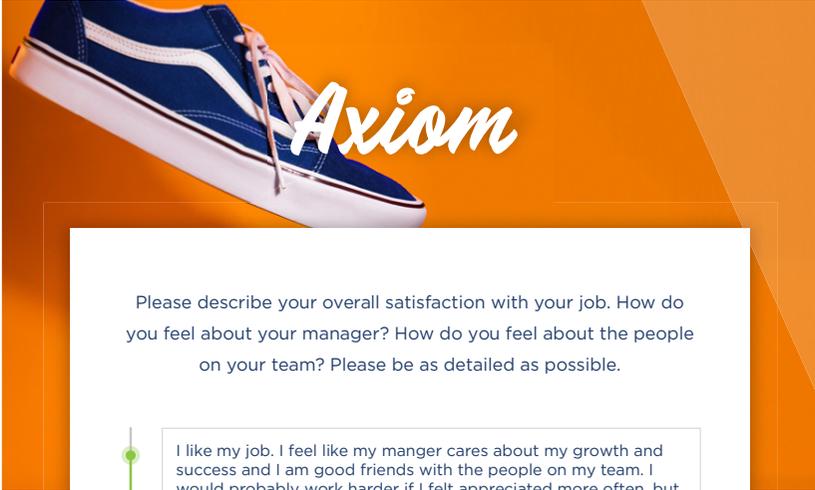
## Feedback Design, Development, and Execution

- 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? x



UPLOAD A PHOTO

# UNDERSTAND

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

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## 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

Axiom Retail Post Transaction
Lucy Ricardo SP-Manager

**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**

**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 12-16 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 Geedh to access your trend charts and recommendations.

[Take a look](#) →

[CX Overview](#) [User Activity](#)

### Survey Health

**Completion Rate**

89.0%

PopP ↑ 12%

Industry Avg. 89.2%

**Surveys Taken**

5,000

PopP ↑ 12%

**Avg. Time to Complete**

2 min 57 sec

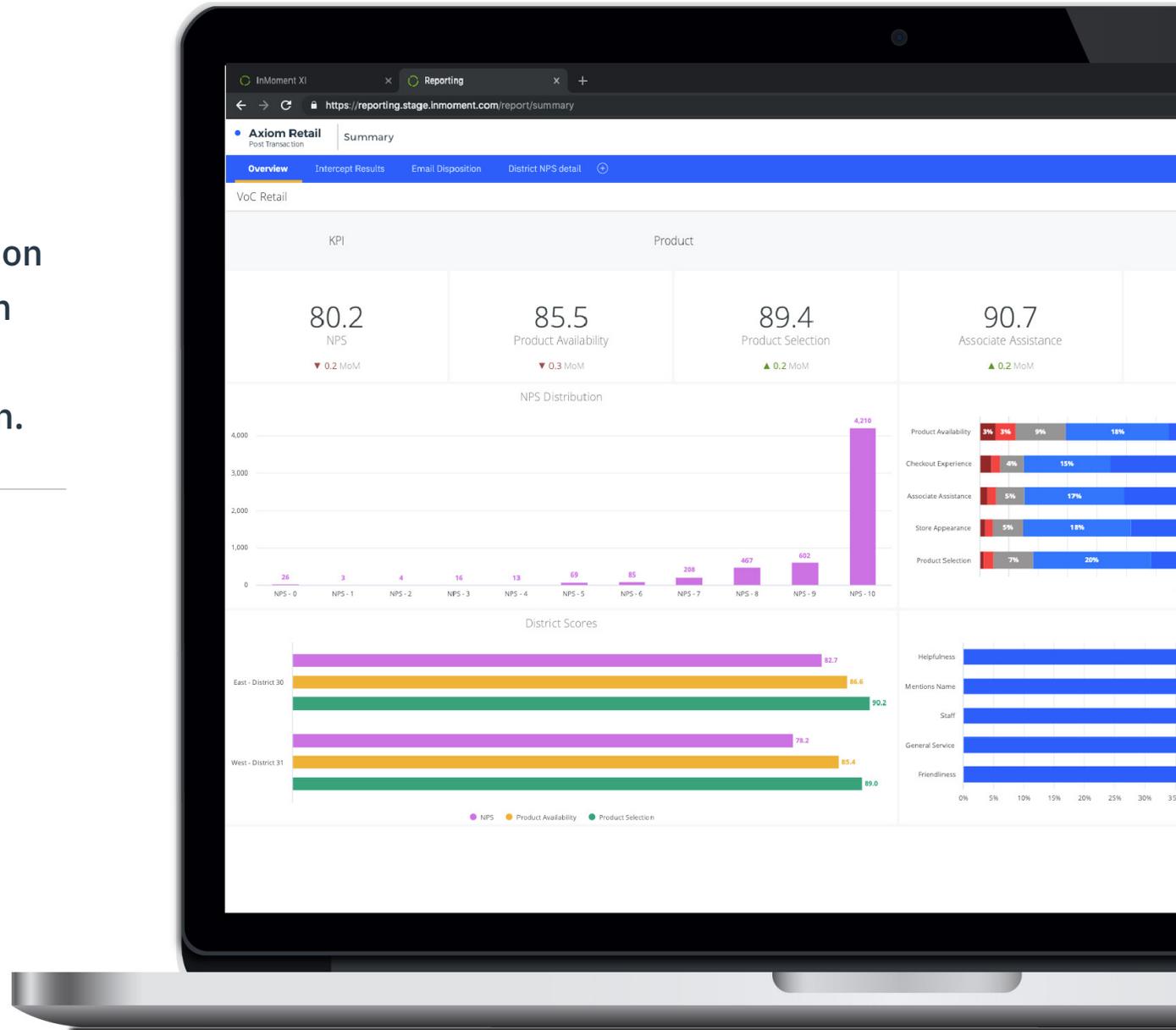
Max 8 min 12 sec    Median 1 min 18 sec

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

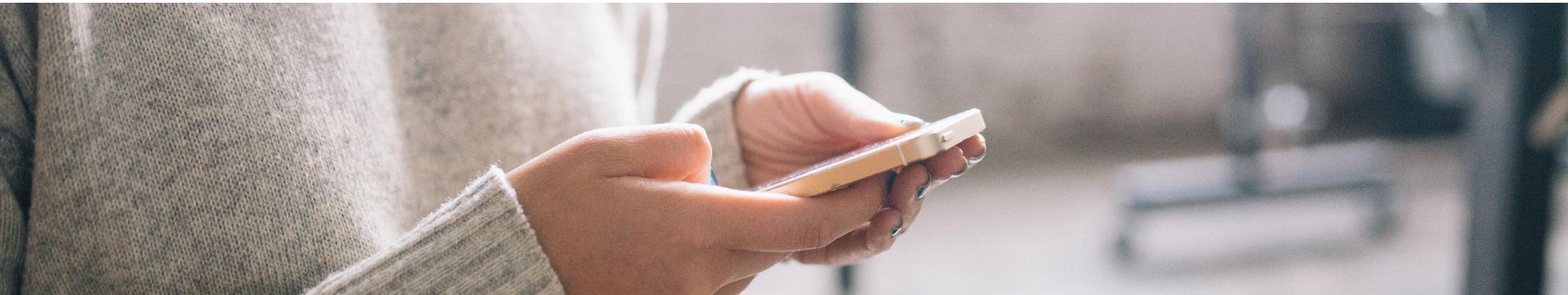
InMoment's text analytics are built on the same engine as IBM's Watson, and then tuned specifically to the language of employee engagement to automatically surface the important insights that will drive meaningful change.

## 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.





## ABOUT INMOMENT

InMoment™ is the leader in Experience Intelligence (XI), transforming metrics into meaning to drive high-value business decisions and relationships with both customers and employees. The company's cloud-native XI Platform is engineered with data science at the core, and specifically architected to harness intelligence from across the entire experience ecosystem to deliver clear business value. The platform features three clouds that all work seamlessly together to give companies a comprehensive understanding of the most important factors impacting their bottom lines, including: Customer Experience (CX) Cloud, Employee Experience (EX) Cloud, and Market Experience (MX) Cloud. InMoment's approach of providing strategic technical, best practice and thought leadership support ensures that our nearly 500 brands across 95 countries realize maximum business impact.

For more information, visit [www.inmoment.com](http://www.inmoment.com).

## CONTACT US

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