MicroMoments
Short forays into thought leadership

12 Minutes to Utilizing Employee Feedback to Impact CX

Knowing how and when to gain
the most insights from your employees

Challenge: Customer feedback is only part of the CX equation. Employees are an untapped resource that can provide insights that might normally be missed. How does a business tap into this resource, and how does it ensure the right questions are asked?

Solution: InMoment Voice of Employee (VoE)

LISTENING TO YOUR EMPLOYEES

In many cases, organizations take the step of gathering and analyzing employee feedback. What they fail to do, however, is take action on what they discover. 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.
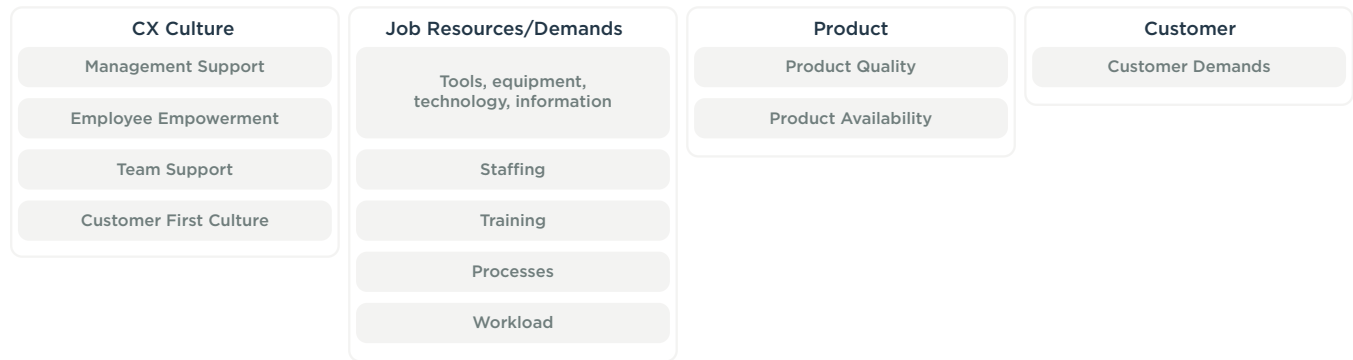
Unlike traditional employee engagement, VoE programs offer a variety of different ways to listen to and collect data from your employees. Understanding these options and choosing the right combination can be a powerful factor in determining the success of your program. Possibilities for tapping into employee insights include:

1. Standing Surveys: A standing survey can be tied to your brand's intranet or other internal websites. This channel is enabled 24/7 and always available for employees to leave their feedback via an open-ended comment.

2. Pulse Surveys: Pulse surveys use email or phone and are conducted on a quarterly basis. They are more targeted than a standing survey and combine structured and unstructured questions.

3. Ad-Hoc Surveys: Ad-hoc surveys are sent when a brand wants employee insight into a particular area or problem. An example would be to understand how customers are viewing a new product through the eyes of employees.

4. Guest Experience Committee: A Guest Experience Committee is comprised of self-selected team members committed to improving the customer experience. They are often experts in their department or field. Surveys are sent on a regular cadence and are combined with in-person meetings.

5. Closed Loop Integration: A good closed-loop process will include integrated Voice of Employee capabilities. When a case is being closed, employees can be asked to leave their feedback about root cause, patterns and trends between cases, and recommended solutions.

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ASKING QUESTIONS
THAT LEAD TO ACTIONABLE DATA

Once you've selected a technology provider and created your program, the next 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 the four categories shown in the graphic below: CX culture, job resources and demands, product, and Customer.

CX Culture	Job Resources/Demands	Product	Customer
Management Support	Tools, equipment, technology, information	Product Quality	Customer Demands
Employee Empowerment		Product Availability	
Team Support	Staffing		
Customer First Culture	Training		
	Processes		
	Workload		

InMoment's research has shown that these categories are where employee feedback provides the most actionable responses.

- For example, in the "Team support" category, you may ask: "On a scale of 1 to 5, how well does your team collaborate to meet customer needs?" This would then be followed by an open-ended response.
- Or in the "Workload" category, you might ask: "Does your workload give you adequate time to attend to customer needs?"

This type of specific question gives your employees an area of the business to focus on and, in turn, provide a solution.

THE OTHER SIDE OF THE STORY

If your organization collects only one side of the customer story, you're not receiving all of the information you need to understand a much bigger picture. If you don't have all the information, you're not able to fully identify and act on the root causes of issues affecting your brand's customer experience – both for the positive and negative.

Your employees have a very close understanding of both your customers' experiences, and your business. Integrating them into the creation and evolution of the customer experience leverages their expertise and creates a highly-engaged workforce that is more productive, loyal, and effective at helping your business succeed.