



INMOMENT PRESENTS

How Employees Can Help You Grow Customer Loyalty & Value

At the heart of any business' success are those loyal customers that advocate for their favorite brands, offer their repeat business, and give plenty of feedback to help improve experiences. But behind those loyal customers? There are the employees that are engaged, foster customer relationships, and put your cross-sell and upsell initiatives into action.



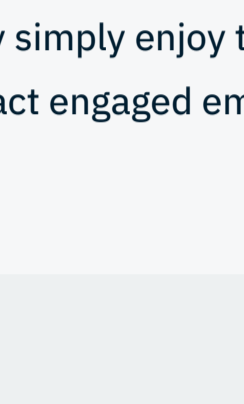
In fact, revenue growth is linked to employee experience (EX) success; it's been shown that a **highly engaged workforce increases profitability by 21%!**

Additionally, companies with great EX **outperform** Standard & Poor's (S&P) 500 by 122 percent.

But that's not all! Employees can drive your growth in plenty of areas, but we're going to zoom in on three specific ways your employee engagement and employee experience (EX) impact your customer experience (CX) and your overall business. Let's go!

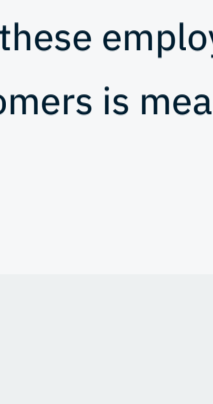
Employees Can Drive Repeat Business

Remember those loyal customers we spoke about earlier? The ones who come back to your business again and again? Their value is pretty much priceless.



16x

More specifically, it costs businesses 16 times more to bring new customers up to the same level of spending as current customers!

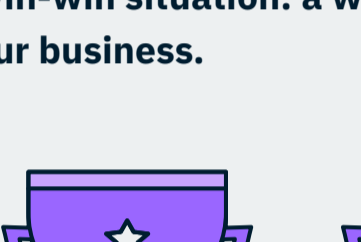


11-50%+

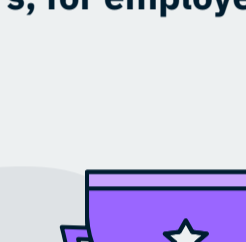
Additionally, nearly 50 percent of consumers say they are willing to spend 11-50 percent more with brands they trust a lot.

The reason they're this loyal is often because of the employees that interact with them. Customers trust their knowledge and expertise, and they simply enjoy their experiences with these employees. And the impact engaged employees have on customers is measurable.

According to a Gallup poll that compared businesses with high engagement levels versus those with low engagement levels, engaged employees:



Increase customer ratings by 10%



Increase sales by 20%

If your customers trust your employees, they are more likely to spend more with you and to take you up on offers of new products and services. **That's why engaged employees create a win-win-win situation: a win for customers, for employees, and for your business.**

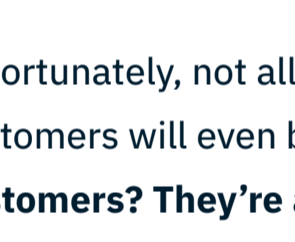


USING THE CUSTOMER/EMPLOYEE RELATIONSHIP TO DRIVE GROWTH

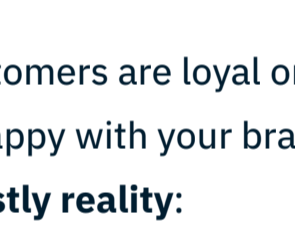
When your employees foster loyal relationships with customers, they aren't just driving customer retention, they are driving customer acquisition and will supercharge any cross-selling or upselling efforts as well!

Loyal customers are more likely to tell their friends and family about your brand, and **92% of people trust those recommendations more than any other type of advertising.**

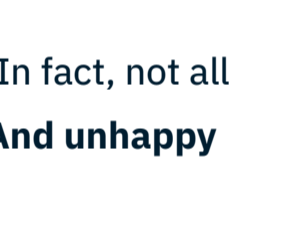
One of our clients, a leading health and wellbeing store, implemented a change where employees were required to make three product recommendations when actively engaging with a customer. Here are the benefits they saw from increasing upsell efforts:



Customers were more likely to recommend according to NPS scores



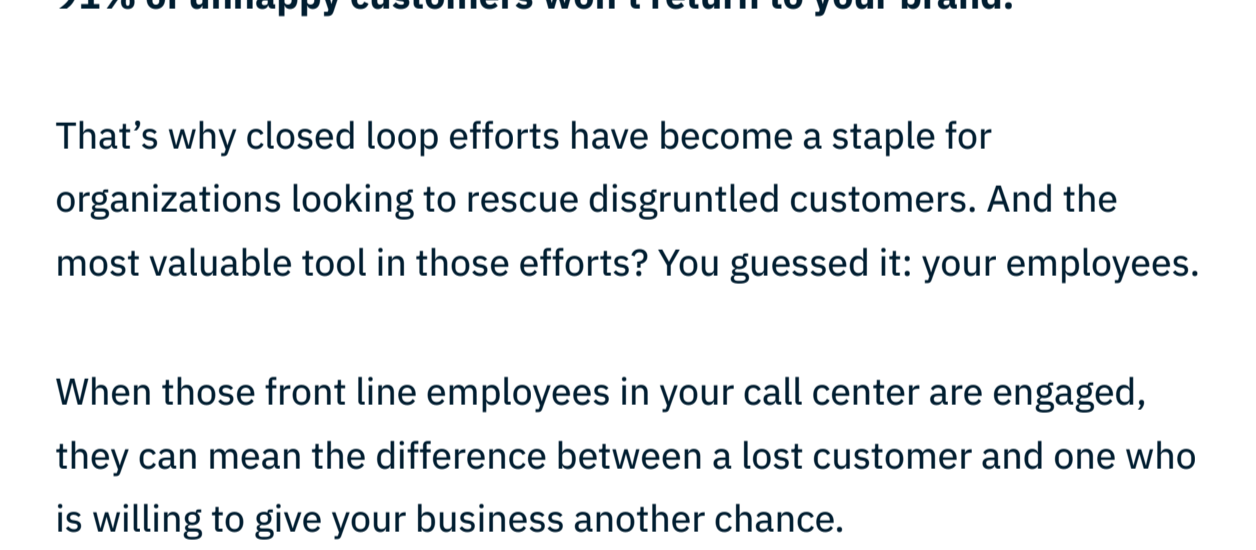
Employees were seen as more helpful



Transactions increased by nearly £3 per transaction

Employees Can Rescue Disgruntled Customers

Unfortunately, not all customers are loyal ones. In fact, not all customers will even be happy with your brand. **And unhappy customers? They're a costly reality:**



91% of unhappy customers won't return to your brand.

That's why closed loop efforts have become a staple for organizations looking to rescue disgruntled customers. And the most valuable tool in those efforts? You guessed it: your employees.

When those front line employees in your call center are engaged, they can mean the difference between a lost customer and one who is willing to give your business another chance.

In fact, 70% of the time, a person will become a repeat customer when a complaint is resolved in the customer's favor.

Going from possible defector to repeat customer is a huge turn around, and the employees that take the time to listen to and work through customer complaints to bring things to a positive conclusion deserve all the credit!

Employees Can Help Identify Customer Pain Points

Up to this point, we've primarily focused on how high levels of employee engagement can impact customers, but there's another layer we need to focus on as well: the employee experience.

Where employee engagement discusses a staff member's level of satisfaction in their own role and the greater organization, employee experience is an initiative that focuses on leveraging feedback from employees about the customer experience in order to gain a greater understanding of what's going well, and what needs to be improved.

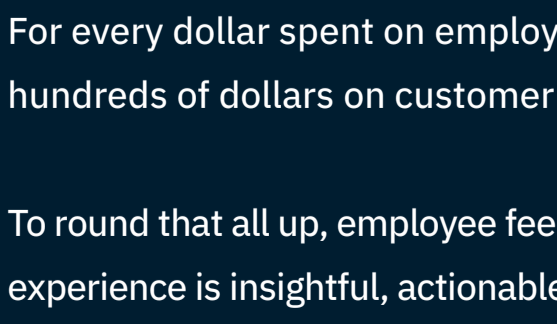
Your frontline employees are the closest to the customer, so they can identify the things that most frustrate those customers at the drop of a hat.

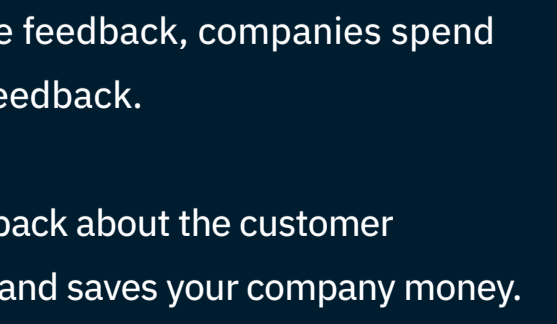


33% of nearly 20,000 employee engagement surveys had feedback that related to an aspect of the customer experience.

But even better: insights from your employees about the customer experience are highly actionable: 66% of CX professionals believe employees are the top source of actionable insights about the customer experience.

Thought the benefits of employee experience would stop there? We've got one more for you:





For every dollar spent on employee feedback, companies spend hundreds of dollars on customer feedback.

To round that all up, employee feedback about the customer experience is insightful, actionable, and saves your company money. And when you're able to take action based on employee feedback, you're improving experiences, growing customer loyalty, and driving revenue through repeat business.

Want to learn more about how successful customer growth efforts start with employees? Read all about the customer/employee relationship—and how to foster it—in this [InMoment eBook!](#)