

How to Align CX + EX For Organisational Success



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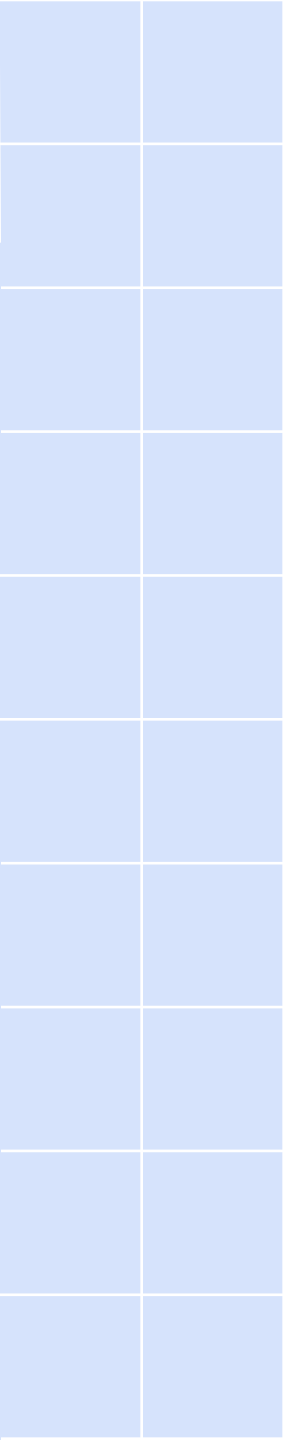
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Downer NZ has historically focused on understanding their B2B customer experiences (VoC), while at the same time also understanding their employee experience (VoE)—however, the two programs were not linked until recently.

Downer NZ realised that the two programs have more power for insights and shifting experiences if they linked and evolved them together through a modern integration of both customer and employee experience improvement.



Pro Tips

1

Start With a Pilot

To convince stakeholders to do things differently, offer to start small with a pilot focused on a single initiative. When designing and launching a pilot, keep the things that you're doing well and zone in on the things that aren't going well.

2

Focus on the Small Wins

Look for small wins that indicate culture shift. In Downer NZ's case, they saw that managers from the frontline had been asking "can we survey again?" Use the small wins to convince stakeholders that there is more value by investing in both sides together.

3

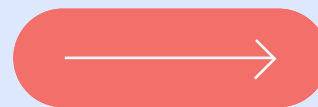
Leverage All Teams

The benefits of integrating parts of the business together for this project included governance, a steering group, and a project team, which made this a manageable project for all teams.

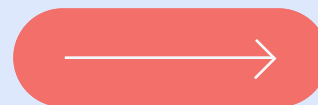


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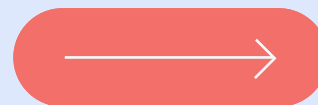
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