Employee Engagement ↔ Customer Satisfaction = Business Results

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#Pulse2017
Customers will never love a company until the employees love it first.
Happy Employees = Happy Customers?

Gallup State of the American Workplace: Companies in the top quartile of employee engagement experience 10% higher customer ratings.

Washington State University: Determined customer satisfaction is directly linked to employee satisfaction; financial success is directly linked to customer satisfaction; therefore, employee engagement is indirectly, yet importantly, linked to financial performance.

Bain & Company studies: Employee behavior and attitude is one of the most significant drivers of customer satisfaction. Engaged employees not only spread their enthusiasm to customers, but they also are more dedicated to providing the best product and service to customers.

Aon Hewitt Manager Survey: Teams classified as “high performance zone for engagement” had a 37% net promoter score (NPS) versus 10% NPS for teams “outside of high performance zone for engagement.”
The Linkage: Customer Satisfaction and Employee Engagement

- High Customer Satisfaction, High Employee Engagement: ALL-IN
- High Customer Satisfaction, Low Employee Engagement: MISSED OPPORTUNITY
- Low Customer Satisfaction, High Employee Engagement: RISK
- Low Customer Satisfaction, Low Employee Engagement: MISSED OPPORTUNITY
Taking Action!! Examples...

**Employee Engagement**
- Employee Listening Program such as more frequent engagement pulsing
- Buddy and/or Mentor Program
- Enhance Management Training
- Review company communications/transparency

**Customer Satisfaction**
- Implement a Culture Club
- Review hiring program for bringing in right talent/fit
- Review product costs
- Implement a x-functional Customer Council

**High**
- Identify what is working and keep it going!
- Introduce incremental programs and measure impact to elevate engagement
- Don’t stop investment/focus...it’s a journey, not a destination!

**Low**
- Customer Listening Program
- Implement a 360 view of Health
- Customer Community program
- Foster a prescriptive and proactive Customer Journey
DISCUSS WITH A COLLEAGUE:

• What does the grid look like in your company?  
• Where should you prioritize efforts?  
• What is one thing you will do when you get back to your office to start the transformation?
If we get this right...

- Companies who score in the top quartile of engagement have Glassdoor Recommend scores that are 34% higher and CEO ratings that are 27% higher than those than those that score in the bottom quartile.
- Companies who score in the top quartile of engagement had 42% higher 52-week change in stock value than companies in the bottom quartile.
- Employees who score low on engagement are 12x more likely to leave in the next year.
- Companies with high employee engagement scores had twice the customer loyalty (repeat purchases, recommendations to friends) than companies with average employee engagement levels. (Source: Are They Really ‘On the Job’?, Pont)
- Morrison Management Specialists increased client satisfaction by 1 percentage point for every 2 percentage point increase in employee engagement (Source: Engagement Leads to Growth at Morrison, Talent Management)

Diagram Source: Kevin Kruse, Employee Engagement Research Master List
6 TOOLS I COULDN'T DO MY JOB WITHOUT

GLINT
People Success

Salesforce
CRM

Marketo
Marketing

Slack
Collaboration

Gainsight
Customer Success

LinkedIn
Recruiting & Networking

Tech Stack:

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Let’s stay connected!

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