

AN OPENING LOOK AT CX and EX

Over the past few years, organizations have given a name to their interaction with those they serve, **Customer Experience (CX)**. And a name to how they work with their staff, **Employee Experience (EX)**. For the moment we will focus on the essential connection between the two and write more on this broad topic in future articles.

EX is the bedrock of CX. Research has shown that good Customer Experience is fed by good Employee Experience. Though a good record of CX could survive in an organization that placed no focus on EX, the challenges would be greater and the potential for success diminished.

CX only works when it is embraced by the full organization, top to bottom. In the great scheme of things, every single interaction with a customer or potential customer does not carry the same weight, but the cumulative effect of ignoring a focus on CX is most definitely a gamechanger.

CX starts with an individual at some level within the organization. Obviously good CX is built on a foundation of solid hiring decisions, ensuring that every member of the organization is talented, experienced, AND given the guidance, the training, the information, and the specific tools to do the job at hand.

It is equally important to remember that the motivation, approach, sensibilities, thoughts, and actions of each employee are influenced by how that person feels about his/her role in the company. This is where EX helps balance the scale on providing good CX.

An employee who feels valued, respected, appreciated, and heard, enjoys fair compensation and benefits, works in a pleasant and supportive environment, and experiences a reasonable work/life balance is going to work harder, care more, be more creative, and reflect those positive feelings about the employer and their work.

There are limitless approaches to EX, but they all begin with a LISTEN and LEARN effort that allows a company to benchmark the current state, pick a direction, and begin to deliver on its commitment to improve. The things that matter most to an employee are varied and what is at the top of the list for one person may be less important to another.

Some of the key factors are listed below in no order of importance.

- The trust and respect of their employer
- Recognition for their contributions.
- A collaborative team environment, not just in words, but in actions. Employees want to feel part of a team, working together toward shared goals.
- Clearly defined responsibilities and expectations and the training, tools, processes, and procedures, to have a fair shot at meeting those expectations.
- Someone to support and hear them, a knowledgeable person to whom they can turn for guidance, questions, direction and maybe inspiration.
- A sense of fulfillment. Some people work simply for a paycheck. Others work because they need to believe in what they do, feel good about what they are accomplishing.
- A path to learn and grow within the organization and professionally.
- Flexibility to achieve a reasonable work–life balance.

The link between CX and EX is undeniable and organizations that listen to, recognize, and support each individual will find the road to providing great CX much easier to navigate.

More to come on this subject in future articles.

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