

southeastern

The untapped potential of employee engagement



Behind most great customer experiences (CX), there's an employee who cares. Someone who's passionate about what they do. In short, someone who's engaged.

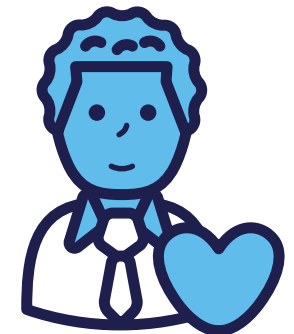
There are numbers to back this up, too. For instance, a recent Gallup study showed that companies with great CX have "1.5 times as many engaged employees as do customer experience laggards."¹

The link between employee engagement and better CX is real and clear. So, you might think that businesses would do everything in their power to engage their people. But how many employees over the world do you think aren't engaged by their work?

A lot, it turns out; 87%.²

At the same time, today's consumers demand more from CX than ever before. They want it to be authentic and immediate. And they want the choice to communicate with brands through any channel. Which means if your people are engaged and delivering this level of CX, you also have a sizeable advantage over your competitors.

What's the reason behind this, though? What is it about engaged employees that makes them want to deliver better CX?





Forget the what – it's the why

Engagement comes from a sense of purpose. It's about understanding why what you do matters, and why delivering a great CX is important.

If everyone in London Southeastern is on board with a clear mission statement and a shared sense of direction, they'll naturally feel more committed to giving the best service they can.

It gets personal

When an employee is truly engaged, delivering good CX becomes more than just part of the job. They will take the successes and failures of the business to heart, because it reflects their own investment and efforts.

This can only happen if you give them a degree of freedom to approach their work they want.

If they've got the power to make decisions that will help them deliver a better service, it will enforce that sense of personal investment.

The cycle of CX

With the right strategy in place, you can create a cycle where engagement and CX feed into each other. Engaged employees feel compelled to deliver great CX. This leads to more loyal customers and stronger results for London Southeastern. Which makes employees feel good about their work and motivated to deliver an even better service, which brings back even more customers, and so on...

Remember, though, that this virtuous circle starts with your people, not your customers. Your first step is to look internally and see where you can drive up employee engagement.

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