

# MaritzCX Employee Engagement Fast Track

Understand and analyze employee engagement to positively impact your employees and customers



The strongest companies embrace their culture and the engagement of people who comprise it. Naturally, most HR professionals lead the process of measuring and surveying employees about their experiences within the organization. Most traditional and effective Voice of the Employee programs focus on learning from employees about several key areas: degree of engagement and commitment to the organization's success; performance climate, including leadership, work environment, communication, and relationships with co-workers; jobs and their "place" in the organization. These components are what organizations look to measure and improve to drive employee engagement which in turn impacts customer loyalty and key business outcomes.

But what most traditional Voice of the Employee (VoE) programs overlook is that those same employees can often tell us a tremendous amount about what customers like and/or dislike and about their company's processes and practices – identifying barriers in providing a positive customer experience and contributing insights into strengthening loyalty.

At MaritzCX – we help our clients ensure that employee engagement measurement garners insights from employees about the customer experience while identifying key drivers in employee engagement.

## Employee Engagement Fast Track from MaritzCX will help you:

- Easily measure employee engagement with a pre-built survey template
- Benchmark your organization within your industry
- Drive engaged employees to Glassdoor for improved public perception
- Proactively identify employee suggestions
- Enhance the overall ROI of your customer experience program leveraging employee insight

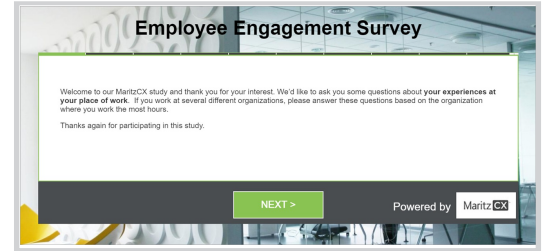
**“Those who have both (engaged employees and customers) command a 23% premium in share of wallet, profitability, revenue, and relationship growth.”**

– Manage Your Human Sigma, Harvard Business Review

### GIVE YOUR EMPLOYEES A VOICE AND FAST TRACK YOUR EMPLOYEE ENGAGEMENT TODAY

A successful Voice of the Employee effort begins with asking the right questions. Based upon decades of experience understanding employee engagement at MaritzCX, we have developed a comprehensive measurement framework of pre-built questions that include not only traditional employee measures, but also customer-focused measures to better understand what employees know about the customers' experience. Our Employee Engagement Fast Track Survey measures overall engagement: Employee Expectations, Vision for the Role, Understanding the Role, Performing the Role, Supporting the Role, Rewarding the Role, Advocating the Role, and Customer Focus.

While all organizations are unique and want to capture input unique to their business, our pre-built framework will ensure they not only get the right insights from their employees, but also begin collecting and analyzing data quickly.



### ATTRACT THE BEST EMPLOYEES AND DRIVE POSITIVE SENTIMENT ON SOCIAL MEDIA

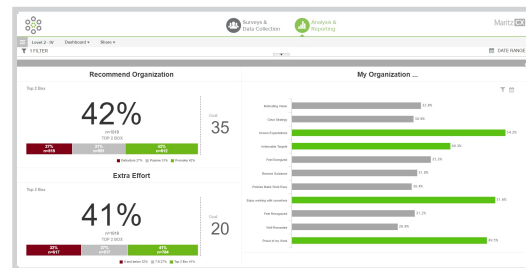
Maintaining a strong online presence carries significant benefits to HR leaders and organizations in their efforts to compete for the most talented and engaged employees.

The Engagement Fast Track Survey includes an automatic trigger to dynamically link highly engaged employees to Glassdoor, or other review sites offering them the opportunity to publicly share their positive engagement feedback.



### ANALYZE EMPLOYEE FEEDBACK AND ENGAGEMENT USING SIMPLE DASHBOARDS

Use the powerful dashboard tools within the MaritzCX Platform to dive into your results and act on Voice of the Employee feedback — even alongside other customer insights. The dashboard reporting includes; graphical data displays, exportable data tables, goals and trends over time, categorized open-ended comments, linkage to Glassdoor and other review websites, and shareable PDF reports.



MaritzCX is a world leader in customer and employee engagement, with 1.6 million users and clients in over 100 countries. We also work with Maritz Motivation's CultureNext which helps to motivate employees to deliver outstanding customer experiences — reinforcing the relationship between employee and customer engagement. We offer access to our software and benchmarking to help HR professionals get employee engagement insights faster and easier and tie them to their customers experience and insights.

**Sign-up for a free-online employee engagement survey at [maritzcx.com/fast-track-your-employee-engagement](http://maritzcx.com/fast-track-your-employee-engagement)**

To demo a product or to contact MaritzCX call

North America +1 385.695.2800 | maritzcx.com | Asia Pacific +61 (0) 2 8397 8131 | maritzcx.com | UK & Ireland +44 (0)1494 590 600 | maritzcx.co.uk | Germany +49 (0)40 369 833 0 | maritzcx.de

MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit [www.maritzcx.com](http://www.maritzcx.com).**