

WEBINAR

How to Take Action on the Powerful Combination of Employee and Customer Data

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Rachel Lane Director, Senior Solutions Principal - Contact Center Practice

Medallia



Today's Session

Effective Hybrid Contact Center

- 1 Understanding the agent life cycle:
Using CX & EX to understand workforce challenges
- 2 Alignment is key:
Power of CX and EX together
- 3 Bringing it to life:
Action on the results of aligning CX & EX

Open Dialogue
Your Questions

Understanding the agent lifecycle

1

How is your company embracing a flexible work environment for the front-line?

Managing Contact Centers Post Pandemic



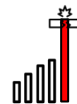
50%

Of workforce wants to remain remote employees



> 50-70%

YOY decrease in FTEs



300% - 800%

Call volume increase in enterprise contact center¹

Emerging Trends Across Contact Centers

Work from Home

Return to Work

Gig Economy

Vulnerable Customers

Managing Surge

68%

Increase in escalations

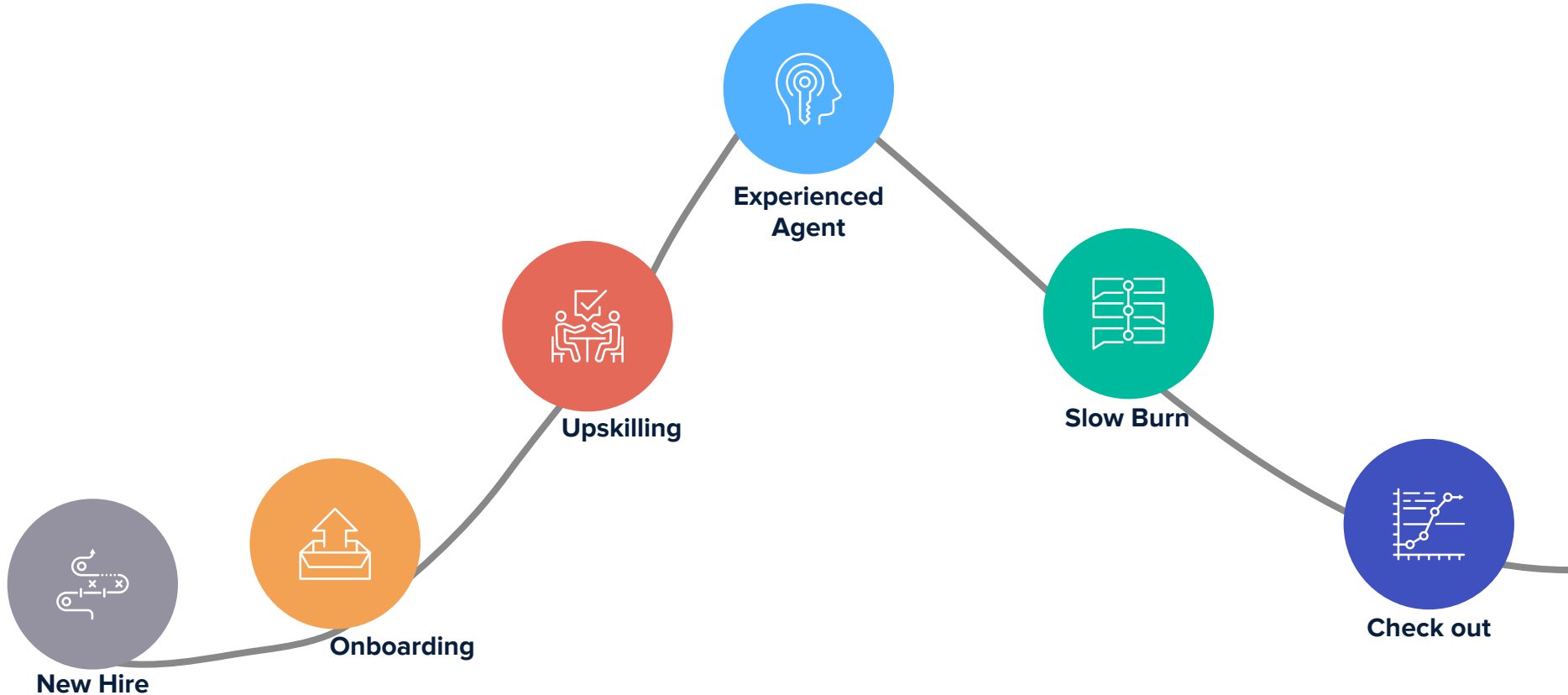
34%

Increase in hold times

50%

Increase in difficult calls

The Agent Lifecycle

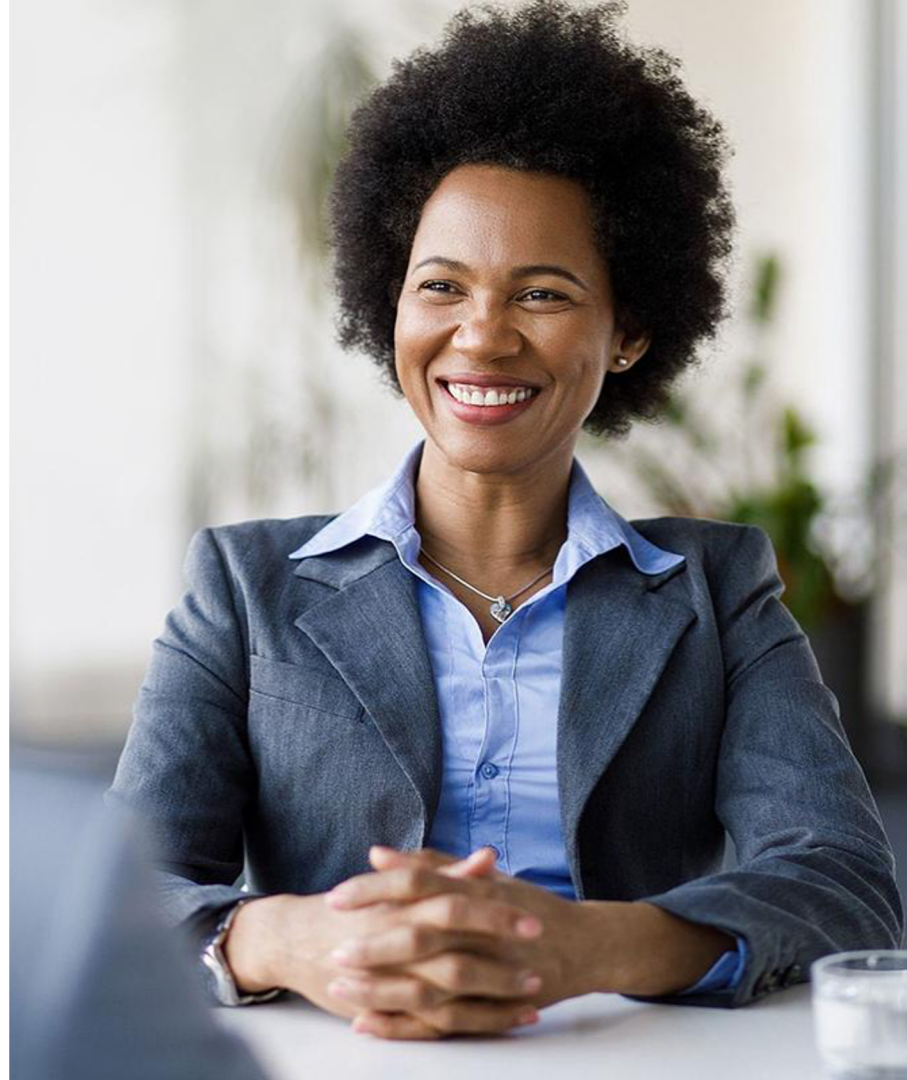


Alignment is Key: Power of CX & EX Together

2 What is your company's biggest challenge when it comes to the contact center workforce?

Drivers of Employee Engagement

1. Voice of the Employee
2. Having the Right Tools for the Job
3. Being Part of Change
4. Equality and Inclusive Agenda
5. Understanding Employee Values
6. Coaching and Career Pathways
7. Recognition for High Performance
8. Connecting to the Wider Organization



Obstacles to EX and CX Combined Approach

- ❖ HR isn't "interested"
- ❖ Some leaders do not see the connection
- ❖ Siloed teams working on EX and CX
- ❖ Requires working across entire enterprise
- ❖ Teams stuck in thinking primarily of surveys and access to data
- ❖ Budget spread across many teams
- ❖ Top reason: Don't see strategic alignment is crucial

Current Thinking on EX Impacting CX



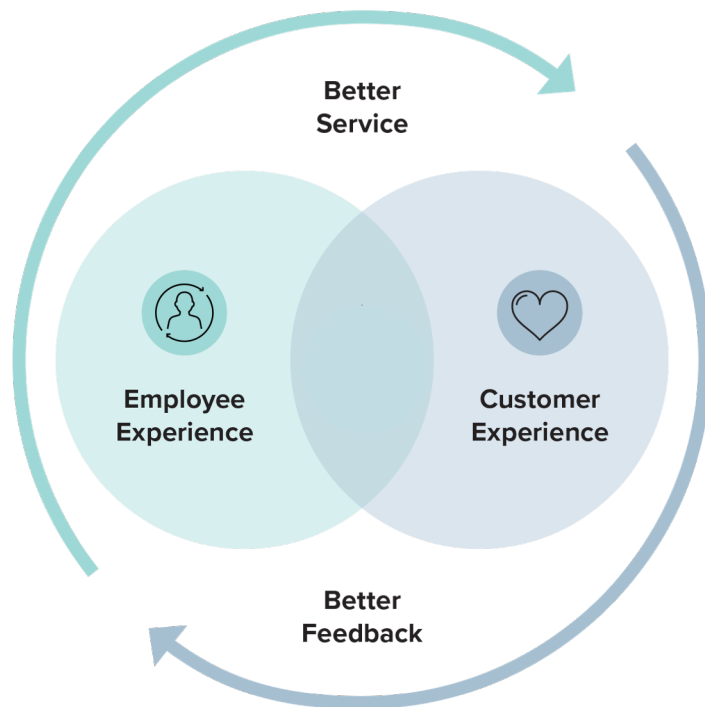
Happy Employees
=
Happy Customers

- Overly simplistic
- Simply making employees happy does not necessarily improve customer experience
- Existing research provides a better informed view

Holistic Experience

Employee obstacles (systems, processes, etc.) impact both employee and customer experience (*"We have to enter 3 screens to process one request for a customer."*)

Customer feedback offers insight into employee experience (*"The line was so long! The branch seemed understaffed."*)



Customer feedback shared with employees enables continuous development and improvement (*"I wish you would offer customers alternatives when our requested item is out of stock instead of cancelling the order."*)

Employee feedback and ideas inform continuous improvement for customer experience (*"It would be so much better for our customers if we could just approve them on the spot instead of making them wait."*)

One unified vision of experience.

Bringing it to life: Action on the results of aligning CX & EX

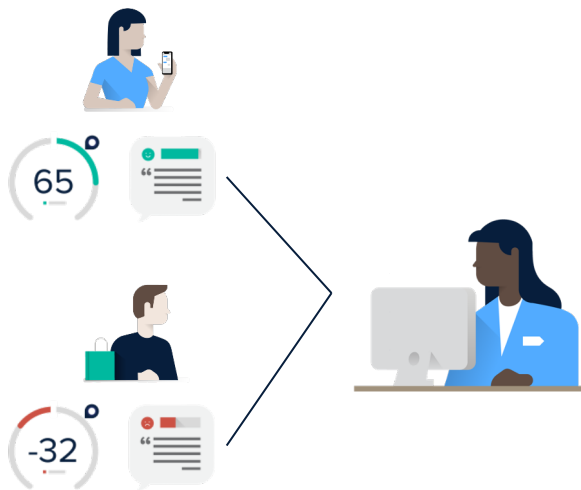
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How are you using CX and EX data today to inform and solve workforce challenges?

Top tips on where to start

Connecting Employee Experience to Business Impact

Large Retail Conglomerate



1

employee survey
wave

Monthly

store-level CX data

130+

retail stores
over 6 months



Connecting Employee Experience to Business Impact

Step 1: How do we measure engagement?

eNPS (LTR) was the strongest predictor of engagement related outcomes

- Retention
- Performance review scores
- Customer NPS
- Sales



eNPS as most reliable measure of engagement

Step 2: How does engagement impact CX?



Higher store eNPS, higher store cNPS



Higher store eNPS, higher YOY improvement in store cNPS

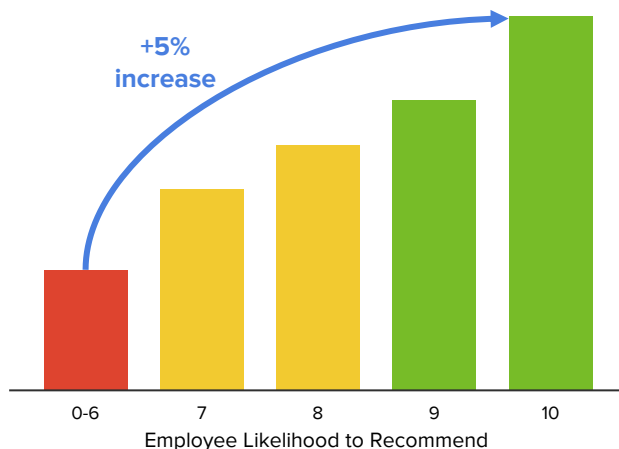


Higher variation in employee LTR scores, lower store cNPS

Connecting Employee Experience to Business Impact

Step 3: How does EX impact sales?

Future employee performance tied to current eNPS



+5%

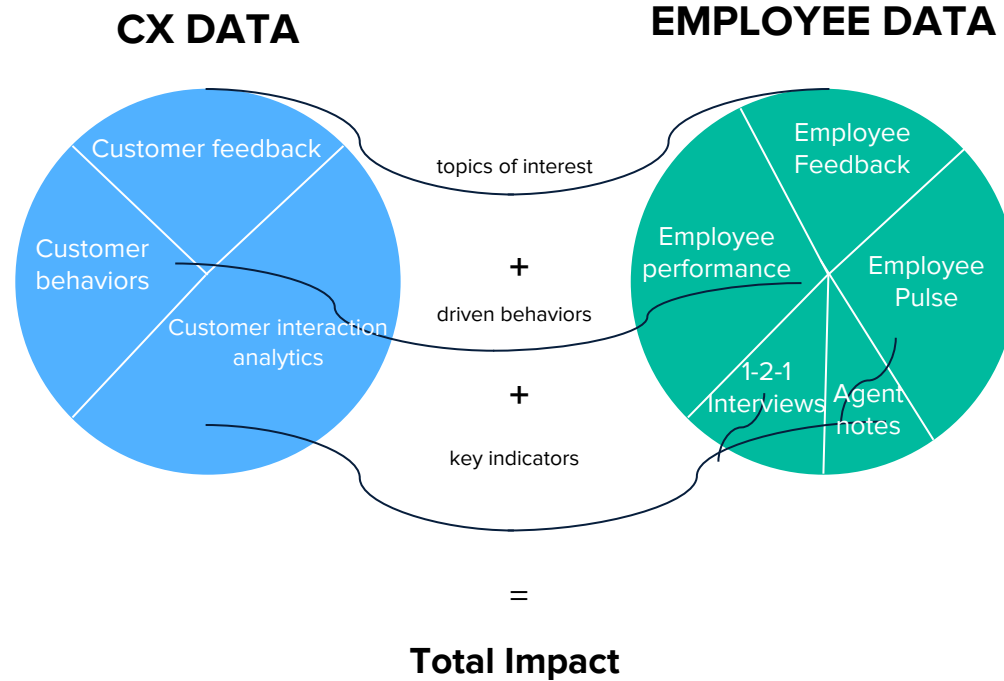
increase in future sales from
the most engaged employees

Act on feedback to improve
engagement and sales

Leadership Commitment

to increase transparency around how
employee feedback is utilized

Where to Start - Deep Data Driven



..T..Mobile..

CX & EX synergy drives highest-ever customer NPS

\$45B

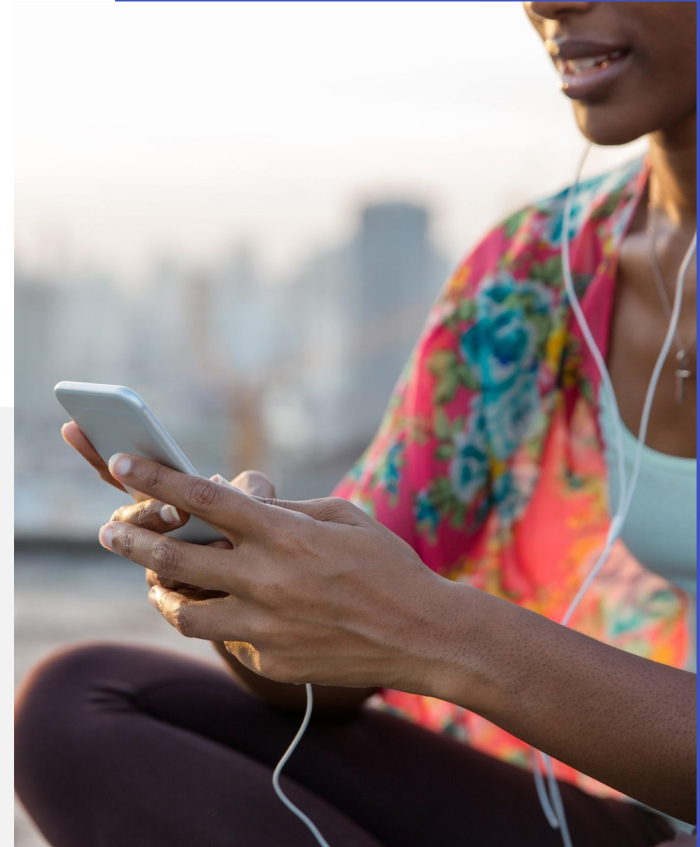
total revenue, up 4%
year over year

41K+

users with role-
specific dashboards

25pt+

NPS improvement in
four years





Johnson & Johnson leverages service-desk feedback signals to improve the employee experience

87.2%

Alerts closed within 72 hours

10%

Reduction in incident volume, saving employees up to 20 mins per day

18%

Increase in response rates



“The employee experience starts and ends with IT, and it sets the tone for the employee’s journey at J&J. We can provide a seamless user experience for our entire workforce.”

Anthony Pacitti
IT Manager, End User Experience
Johnson & Johnson

A photograph of a group of people in a meeting. A woman with blonde hair is smiling and holding a pencil. Another woman with curly hair is looking down at a laptop. A man is partially visible on the right. The text 'Q&A' is overlaid in the center.

Q&A



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Medallia Experience Community

Whether your company is in the early stages of its customer/employee experience journey or is looking to build upon a strong foundation, our hope is that you'll be able to find others in the Experience Community that are tackling the same challenges and opportunities as you.

The Experience Community chapters are designed for those seeking an environment rich with inspiration, and to celebrate the successes of those who create exceptional experiences.



**Contact Center
& Customer Support**



Customer Experience



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