

# Connecting employee and customer experience for better business outcomes

Your people shape every customer interaction. Connecting employee and customer experience unlocks higher engagement, stronger loyalty, and measurable business growth.

## Why it matters

Behind every great customer experience is an engaged employee. But many organizations still treat employee experience (EX) and customer experience (CX) as separate programs, and miss powerful connections between how people feel at work and how customers feel about the brand.

## The reality

When employees are supported, empowered, and heard, they deliver better service, create happier customers, and strengthen the bottom line.

## How to make EX and CX work together

### 1. Understand

Discover how the employee experience directly shapes the customer experience.

- ▶ Review your current EX and CX feedback programs to see where they align and where they don't.
- ▶ Identify gaps where employee voices aren't being heard.
- ▶ Measure how disengagement affects turnover, performance, and customer satisfaction.

### 2. Collaborate

Break down silos.

- ▶ Align HR, operations, and CX teams around shared goals and KPIs.
- ▶ Connect EX and CX data to find the "why" behind performance gaps.
- ▶ Use insights to drive action across teams and build momentum.

*"Highly engaged team members put forth extra effort—which leads to better customer satisfaction, stronger loyalty, and business growth."*

—**Ian Forrester**, Senior Director, People Services, Savers



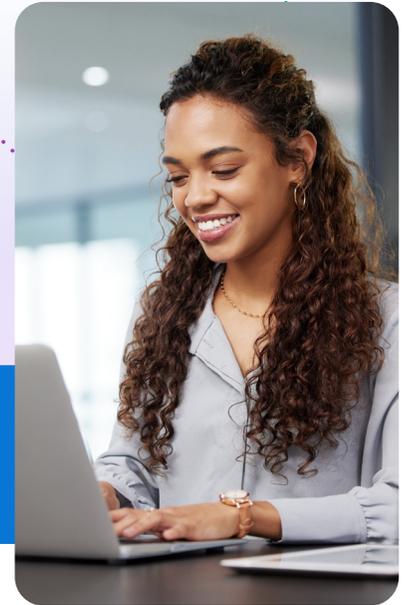
### 3. Grow

Build a connected experience strategy that scales.

- ▶ Blend multiple listening methods to understand both employee needs and customer impact.
- ▶ Take coordinated action on insights that improve engagement and key customer experience drivers.
- ▶ Close the loop so teams see how their feedback leads to meaningful improvements for employees and customers.

*“Employee and customer experience aren’t two programs—they’re one story. When you connect them, that’s when transformation starts.”*

—Tara Augustin, Director of Employee Experience, SMG



### The payoff

When brands connect EX and CX, they see measurable business gains:



**22% lower turnover** in high-engagement locations



**2–3% higher sales comps** on average



**Higher satisfaction** from both employees and customers

Connecting these programs doesn’t just improve experiences—it transforms culture and performance.

*“Most organizations can’t see the damage poor EX causes to CX. Once they connect those dots, everything changes.”*

—David Brodeur-Johnson, Guest Speaker & Principal Analyst, Forrester

Let’s talk about how your brand can connect employee and customer experiences to drive engagement, loyalty, and measurable business results.

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