

Unifying CX and EX data leads to actionable insights and business results

For three decades, SMG has pioneered the idea that focusing on employee experience (EX) leads to better customer experience (CX). What happens with your employees absolutely affects your customers and, as a result, business performance. The crucial question is: What employee factors drive the cause-and-effect chain? What actions will maximize improvements in customer experience?

The key is having your CX and EX management programs set up so they work together—and a partner who can help you find the patterns that matter. One example of this Unified Experience Management® in action comes from an SMG QSR client who faces the challenge of strong execution across multiple locations. Our work with this brand shows how analyzing data and developing plans with both CX and EX in mind can help drive better experiences both in front of and behind the counter.



The data

This multi-location QSR brand worked with SMG to uncover what was effective at its locations and where it struggled. Data pointed to big gaps in key performance areas between locations with high vs. low employee engagement.

Top vs bottom performing locations on engagement



Employee turnover was more than 5% lower



More than 30% fewer problems



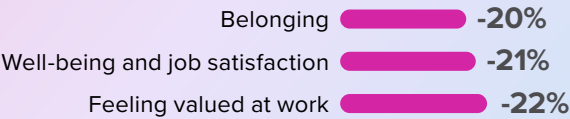
~10% higher customer satisfaction and return intent

At locations where employee engagement was significantly higher, problems in key areas were reduced—like inaccurate orders, long wait times and cleanliness



In contrast, for locations with poor employee engagement the customer experience suffered as well.

Top EX differences between high- and low-performing locations



Overall CX and EX by performance groups

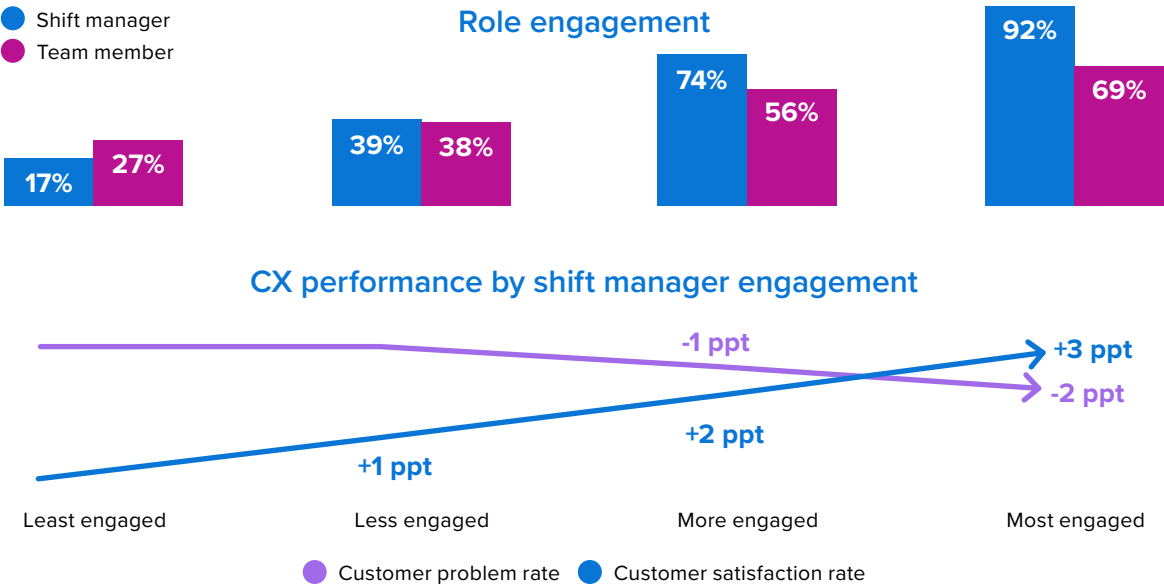


A cross-analysis of CX and EX data pinpointed what led to the difference between these high- and low-performing locations.

Insights

Combined analysis of CX and EX data highlighted the issue, but more importantly identified a potential solution. When locations were sorted by shift manager engagement, not only did it reveal a huge gap between

low-performing and high-performing employees, but the data around customer experiences and employee engagement fell into place as well.



Shift managers emerged as a critical factor. Their engagement influenced the tone and the performance of the entire team—and ultimately the customer experience. Through high engagement with their environment and their team, top managers created a high-performing workplace where team members thrived.

By bringing CX and EX data together, these insights become clear. More importantly, they lead to actions that can empower key roles to create scalable results.

Why it matters

When shift managers are more engaged, good things happen for the team and the business. Locations with stronger shift manager engagement run better shifts and the results show up in the numbers.

Customer problem rates drop. Satisfaction rises. Teams stay more engaged. Turnover shrinks. At this brand, customer return intent was 11 points higher at high-performing locations and employee turnover was 7 points lower. Those differences make a big impact on margin, staffing stability, and future growth.

In today's environment, with a shrinking pool of young workers and intense competition for both customers and talent, you can't afford a leaky bucket on either side of the counter. You need to do more than just track CX and EX performance next to each other. The strategy that will keep your people and your guests coming back is a complete Unified Experience Management approach that meaningfully analyzes insights across datasets.

What's next?

Unified Experience Management is about finding and acting on connections between areas of your business. Now that you know engaged shift managers can be a game changer for location-level performance, how will you empower them? How do you identify the things they need to be focusing on with their team and their customers at that specific location to maximize performance?

That's where SMG comes in. SMG's next-generation Ignite® platform—combined with our expertise—helps clients connect the dots hidden in disparate data sources to identify the key areas of importance that help teams get more from every shift, every location, every day.



Contact us today to learn more about improving CX and EX performance through Unified Experience Management



Connect with us: smg.com | [in](#) · [f](#)

About Service Management Group

SMG delivers the future of Unified Experience Management®, empowering brands to engage customers and employees like never before. Powered by Ignite®, our AI-native platform, and the industry's only software-with-a-service (SaaS) approach, SMG provides real-time, predictive intelligence that turns BX, CX, and EX insights into action. From gathering feedback during experience design to optimizing each interaction throughout the customer journey, SMG ensures every decision is backed by data rather than guesswork. Learn more at www.smg.com.