



# Enterprise Employee Engagement Handbook

# Where have all your employee touchpoints gone?



All your **regular touchpoints** have been **disrupted** since Covid took hold, and **could stay that way for the next 2 years**

Perhaps you've scrambled to build a technology toolbelt (e.g. Zoom, Dropbox, Slack) to shore up contact, but it's just **not the same**

You need a more **sustainable, long-term replacement** to your emergency kitbag: one enabling **new ways of keeping track of how employees are doing**, their ideas, wellbeing, training needs, aspirations and more!



Some of the stuff you **used to have as touchpoints** but might not be possible again until 2021/2022:

- Annual company kick-off events
- Town Hall-style quarterly updates
- Offsite teambuilding activities
- Incentive-based awayday treats
- Ideation brainstorm
- 'Brown bag' lunch 'n learns
- Impromptu standups
- F2F one-to-ones
- Watercooler moments
- After-work catch ups

Companies with high  
employee engagement are

**21%**

more profitable

*Gallup Research*



# Why employee engagement is so important in an uncertain world



**69%**

of employees say they'd  
work harder if they were  
better appreciated

*HubSpot Research*



# Employee **engagement** is great for business... and personal wellbeing

A happy, motivated team **is more productive, better equipped and closely aligned** to your brand

But it's a **two-way street** and more than ever you need to **listen to feedback wherever possible**

\*Remember – each employee has a unique perspective

## Keys to **retaining and motivating staff:**

- Sustain a strong, differentiated culture they are bought into
- Maintain a team environment they can be part of
- Keep them updated and valued
- Be proactive in seeking their opinion
- Show clear pathways to progression: where they are headed next
- Anticipate their personal concerns – don't make them spell it out
- Harness their expertise and look to implement suggestions
- Respond quickly to new issues and opportunities



A person is seen from behind, walking on a dirt path in a forest. They are wearing a large red backpack and have a rolled-up green mat strapped to the back. The path is surrounded by trees and dry grass. Another person's arm is visible on the right side of the frame.

**“To win in the marketplace you must first win in the workplace.”**

*Doug Conant*

**“When people are financially invested, they want a return. When people are emotionally invested, they want to contribute.”**

*Simon Sinek*

# Feedback also helps them (and you) perform better




It's not all touchy-feely; harnessing employee feedback is **essential to performance-managing client-facing staff** and **maximizing the customer experience**

**Feedback is vital** for harnessing ITSM processes to best effect, sticking to ITIL principles and meeting ISO compliance

Feedback mechanisms here also need to be **regular, contextual and truly representative** – especially if F2F customer interaction is greatly reduced

## Employee feedback can be used to:

- **Improve** onboarding efficiency
  - **Increase** customer success and LTV
  - **Optimize** sales and marketing processes
  - **Maximize** NPS
  - **Minimize** staff churn
  - **Guide** internal training programs
  - **Drive** product development and other business processes
- 

# Touchpoints are manifold



➔ You **needn't** manufacture a reason for employees to **provide feedback**

➔ 'Asking for feedback' can hitch a ride on one of your many **existing employee touchpoints**

➔ Map the **employee journey**  to uncover them all

## Asking for feedback...

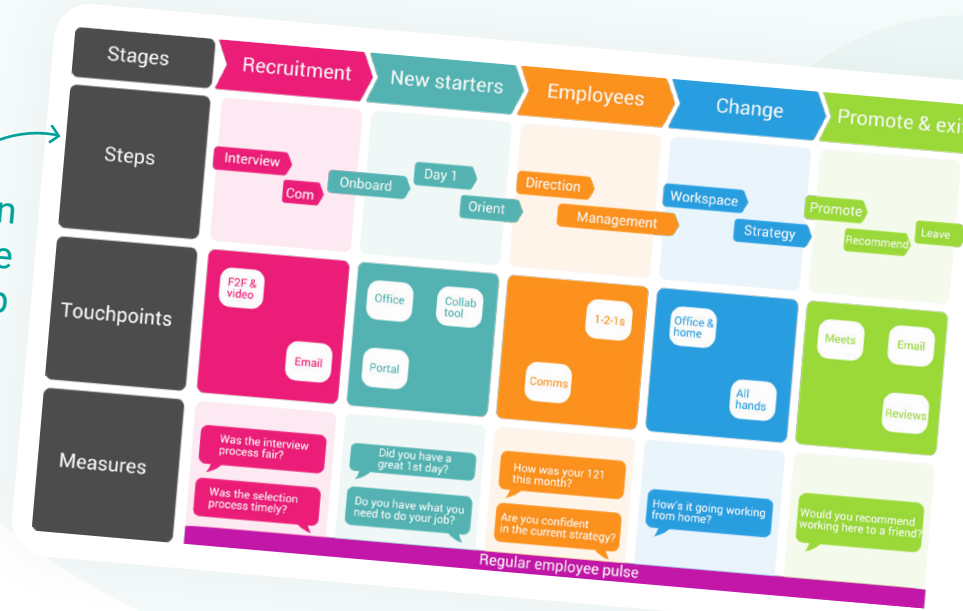


- Is like asking a favour, so **make it a small one** (one question at a time)
- Shouldn't fatigue your employees, so **make it quick and easy to do**
- Shows you're listening, so **ensure a rapid response**
- Needs questions that **fit into the context** of each touchpoint



# 5 steps to create your journey map

Here's an example journey map



1

**Outline the stages** of the employee journey

2

List all the likely **employee touchpoints** for each stage

3

Come up with a **sample question** you would ask the employee for each touchpoint

4

**Plot the systems** governing each touchpoint (e.g. CRM, HR, ITSM, etc.)



## A standard employee journey has **5 stages**:

- Recruitment
- New starter
- Employed
- Change
- Promote & exit

**Recruitment**

# **Recruiting New Talent**

# Feedback Optimizes Selection Process



## → Touchpoints

### Interview

- First/second video interview
- Online exam/test

### Confirmation email

- “You’re hired” email
- “You weren’t successful” email

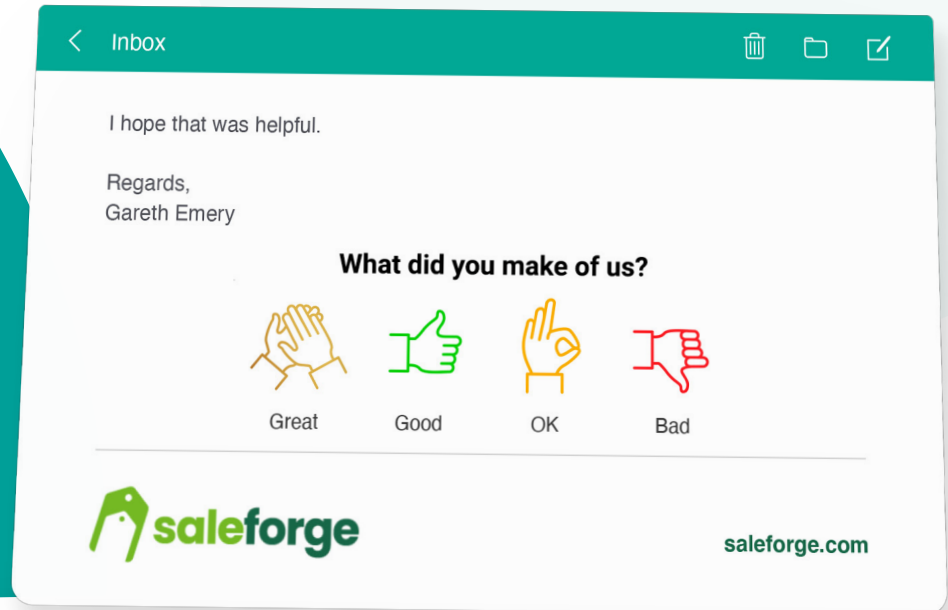
## → Contextual questions

“Was the selection process timely?”

“Did we give you the platform to show your stuff?”

“Was the interview process fair?”

“What did you make of us?”



New Starter

# Onboarding New Starters

# Feedback to Get People Integrated Faster & Better

## Onboard

- Contracts
- Payroll enrolment
- Employee policies
- IT setup

Need to be done **accurately** and **quickly**, while bringing through the values of the business

Fuel **continual improvement** of onboarding process

Also pertinent in the context of 'back to work' and 'return to work' episodes, **post-Covid**

## 1st Day & Learn the Ropes

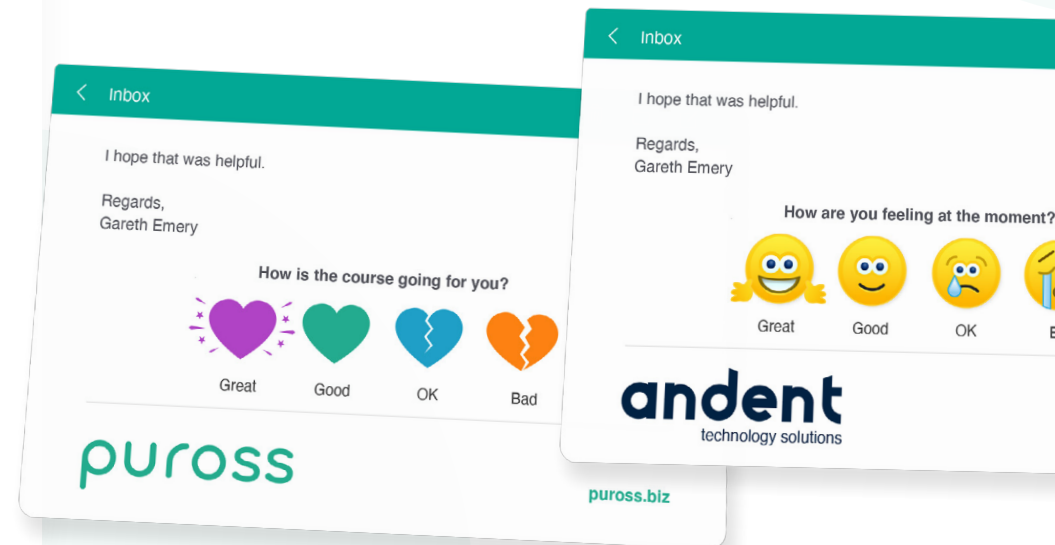
Consistently give the **best kind of welcome**  
**Support** orientation

**Explain** why employee feedback is valuable

**Extol** company values

Create a **welcome pack**

➔ *"Did you have a great first day?"*  
*"Got everything you need to do your job?"*



**Employed**

# **Employee Performance and Wellbeing**

# Prepare to Respond to Feedback Optimally



- Work out **how you'll respond** to different kinds of feedback with a **feedback response planner**
- Ask **simple, non-disruptive** questions
- Make employees feel **valued** for the feedback they give
- Ensure **integrations are in place** between feedback tools and CRM, service desks, dashboards, etc.

## Top HR objectives feedback helps with:

- Assessing **leadership**
- Signposting **development opportunities**
- Checking the **co-working vibe**
- Managing **stress and boredom** triggers
- Connectedness vs. isolation **tracking**
- **Training** needs
- Alignment with company/brand **guidelines**



Change

# Change Events

# Keep Getting Better at Helping Staff Deal with Change

- Changes to **workspaces**
- Changes within the **team**
- Changes in **job role**
- Changes to **contractual** status
- Changes in office **location**
- Changes in **remote working** policy
- Changes in company **strategy**
- Changes in market **focus**
- Changes in core **tools**



## Take action in real time



- Route **positive feedback** to 'thank you' and 'how could we improve further?'
- Route **negative feedback** to factfind and remedy
- Accelerate **escalation** wherever possible

## Improve performance

- People
- Process

Gather data outside of critical events

Keep a consistent pulse and set alerts when the trend is 'just OK'

### Feedback Response Best Practice



customerthermometer.com

CustomerThermometer



Promote & exit

# Promotions and Exits

# Celebrate the Employee Journey (and Cream Honesty from Exits!)

## Promotions



Get **feedback** on progression opportunities and company structure

Make employees **feel valued** beyond simply paying them more

- Anniversary check-ins
- Focus groups with 5-year 'veterans'



*"What do you tell your friends about working here?"*

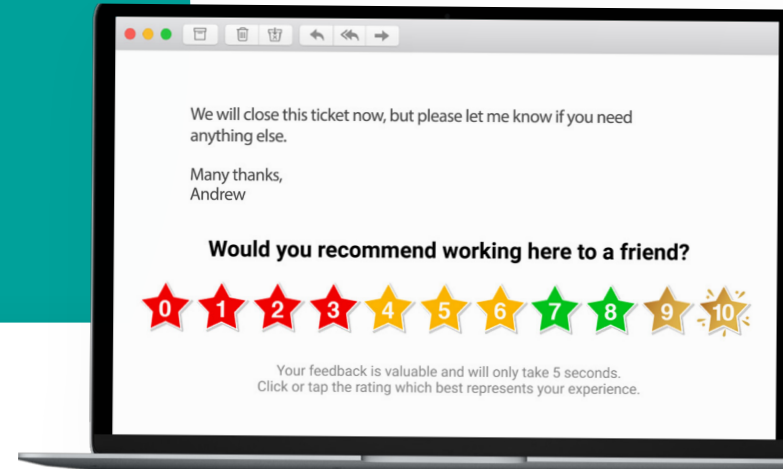
*"How else can support your career?"*

## Exits

The **best feedback is the most honest**, and honest feedback from people leaving your business can be golden

- **Reasons** for leaving
- **First, and last, impressions**
- **'Employee NPS'**

*"Would you recommend working here to a friend?"*



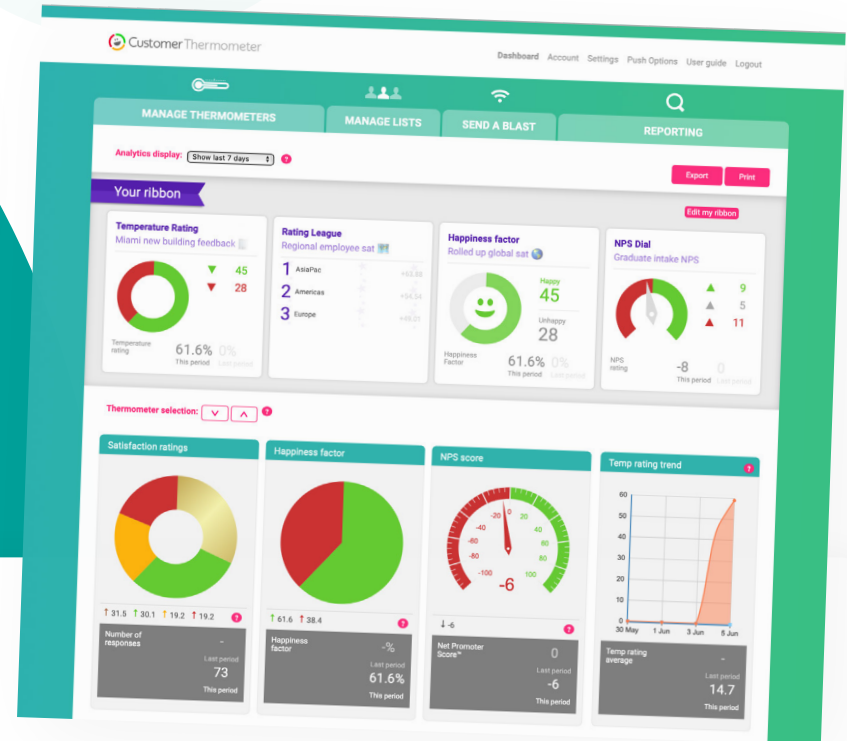
Promote & exit

# Staff Retention & Delight

# Keep Happiness Going: It's a Great Motivator

## Recognition and Reward

- Run **ranking leaderboards**
- Accumulate shared **staff 'treat' funds**
  - Add \$1 for Golds (yay!)
  - Remove \$5 for Reds (boo)
- Chart progress
- Build a **customer-centric culture**
- **Celebrate success**
- **Garner employee satisfaction** to reduce churn



## Coaching and Development

- **Apply fresh feedback** into internal training programs
- Target individual **personal development plans**
- **Apply across business**, not just support desk/call agents

# Using Customer Thermometer Across the Journey Map



# A Simple Recipe for **Optimum** Staff Retention

## Boost Brilliant Basics

A program to make the **employee experience better**

- Is your day-to-day interaction process **seamless** for them?
- What else can you do to **reduce friction or hassle**?
- Are you asking them to complete **repetitive tasks unnecessarily**?
- Fail to **acknowledge their input**?
- Make them **repeat themselves** about difficult issues?

## Magnify Magic Touches

A program to get talked about and **remain memorable**

- To **add enjoyment** and a smile to their day
- This could be something as small as a personal **thank you** from the CEO or something from the '**suggestion box**' to get people excited for the weekend
- Work out what makes sense for you and **your culture**

# Get Your Free Trial of Customer Thermometer here:

[customerthermometer.com/trial](https://customerthermometer.com/trial)

