

Delivering outstanding customer experience through outstanding employee experience – the Axiom way



- Does your organisation have concerns about employee attrition, attraction, or managing hybrid working?
- Do your staff surveys indicate disengagement or feel overwhelming?
- Does your business want to go further on people-related matters like recruitment, onboarding, training or leadership support?
- Do you really understand the moments that matter to your colleagues?
- Are you fighting an uphill battle to improve customer experience?

If your organisation is facing any of these challenges, we have a proven solution that can bring about positive, affordable, and sustained change for your colleagues, customers, and business.

Happy employees = happy customers. Yet while organisations often invest in improving customer experience, all too often they overlook those delivering it.

Whether your 'customer' is internal, external, or the end user, we can help you:

- Deliver excellence for your colleagues and the customers they serve
- Reduce your costs while doing it, and
- Prove it!

With approaching 30 years employee engagement experience, Axiom is well-placed to help you rise to your unique challenges and take satisfaction from good (or even not so good), to great.

'Customers will never love a company until employees love it first.'

Simon Sinek

Employee experience explained

Employee experience is your colleagues' perception of how your company treats them.

It begins when they see your job advert and join, it ends when they leave and it's everything they experience in between.

Your organisation delivers an employee experience whether it intends to or not. It's how your brand is expressed internally. It's all those experiences that define your culture. It's your leadership practices. It's what you measure and reward. It's your styles of communication and levels of engagement. It encompasses the behaviors, systems, processes, policies, advocacy and incentives your people encounter versus their expectations.

How colleagues feel about working with you isn't static. It's impacted by a wealth of factors which vary from person to person, or even by the same person over time.

But if you've got a problem with recruitment, engagement, performance, or attrition then there will be one commonality... inconsistencies in your employee experience that are disillusioning your people.

- Are you confident you really understand what those issues, inconsistencies, and gaps are?
- Are your competitors offering something that matters to your people that you're not?
- Do you even really understand what matters most to your colleagues?

If not, Axiom has a proven way to help you uncover and address them; to secure lasting Employee Experience Excellence. It's based on proven methodologies for enhancing customer experience, flipped to deliver excellent employee experience. You could argue they are two sides of the same coin.

Equally, if you want to proactively introduce a new policy, procedure, or process, for example around menopause, neurodiversity, or returning to the office post-Covid, we can help you understand the needs of your colleagues and support you in designing the best possible experience. We can also provide a framework for you to manage, measure, and report your success.



Delivering remarkable results: The transformative benefits of Employee Experience Excellence

Securing Employee Experience Excellence will do more than fix your costly retention and engagement problem, it will also positively transform a wealth of other performance measures.

Just look at these results from a financial services business who implemented the Employee Experience Excellence model with customer-facing teams.

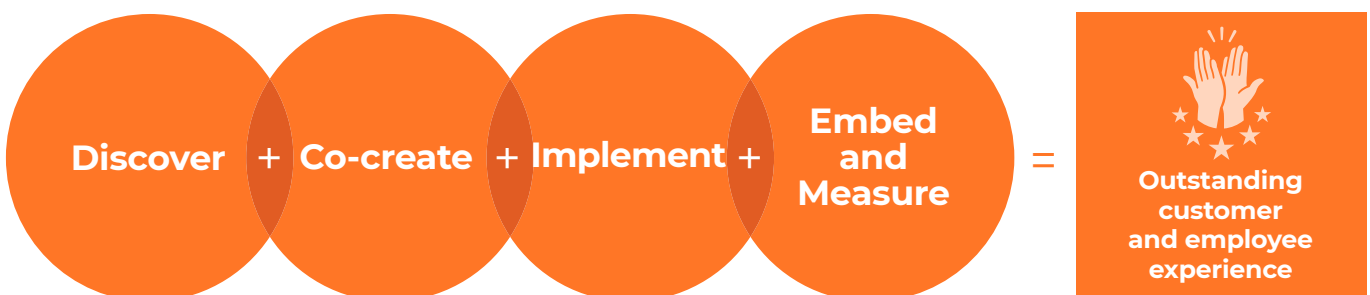
These improvements were secured in under a year, without any additional resource...

- Employee engagement score increased from 37 to 65.
- Colleague attrition decreased from 25% to 1.7%.
- Customer complaint resolution times improved by 69%.
- Net Promoter Score (NPS) increased 30 points.
- The department's operational costs decreased by 10%, and
- The business retained 10% more financial assets than the actuarial predictions.

Do you want to achieve results like this for your organisation?

Here's what's involved in securing excellent experiences for your organisation's colleagues and customers...

It's a four-step programme that's best delivered holistically but can also be delivered in constituent parts. Either way, it provides insights and creates value from the outset.



Discover

As the design guru, Donald A Norman, tells us, 'A brilliant solution to the wrong problem can be worse than no solution at all: solve the correct problem.'

The discovery phase is all about properly understanding your people and uncovering what matters to them.

In bringing the employee voice to life, we help you identify where your biggest gaps in colleague sentiment are. Through a combination of face-to-face workshops, one-to-one discovery interviews, and surveys, we talk directly to your people to uncover the issues, inconsistencies, and absence of those things that lay at the heart of their dissatisfaction at work.

We create psychologically safe spaces to ask your people ‘what’s the problem’ or ‘what else would you like to see’? Then we listen, really listen to understand, without judgement, to what they say - encouraging their candour by anonymising all feedback.

By having them walk us honestly through their lived experiences, we begin to understand where there are inconsistencies, issues, or gaps and how important these different aspects are to them.

We distil what we hear to share the key insights with you. And, based on decades of experience in this arena, we also recommend where you can focus your efforts to secure quick wins and get the best return on investment for any longer-term solutions.

This discovery phase gives you a true 360° picture of where you are. It prevents you jumping in too early to fix the wrong problem or only solve a part of it.

Co-create

As Roald Dahl put it, ‘Somewhere inside all of us is the power to change the world’.

Those close enough to directly experience issues are the very same people best placed to fix them. What’s more, they are often passionate about doing so.

The second step then is to engage your people in securing successful outcomes by co-creating solutions with them.

Through constructive conversations, we explore the insights from the discovery phase to build solutions with your people – using proven customer experience mapping methodology and thinking, and applying it internally.

As potential solutions emerge, we walk through them, step-by-step, to ensure all angles are considered.

It’s this process of collaboration and co-creation that begins to have a truly magical effect on employee engagement and customer experience.

In our experience, as well as being heard, colleagues involved in co-creation begin to feel a sense of autonomy, energy, creativity, and value – it’s a brilliant way to bring your company values to life and connect people to your purpose.

And if the collaborative process is great for engagement, then co-created solutions are even better for implementation success. Let’s face it, it’s difficult to disengage from something you or your colleagues have shaped and are invested in.

Implement

As Maya Angelou famously said, ‘People will forget what you said, people will forget what you did, but people will never forget how you made them feel’.

Axiom’s employee engagement experts are real world practitioners, so we know not every discovery or proposed solution can always be acted upon.

But, having involved your employees in the journey, it's essential they see at least some of their solutions delivered.

"Going live" by implementing, celebrating, and amplifying co-created solutions sends a clear message to your people that you are listening to them and acting in their interests and those of the customers they serve. It's a potent combination. It shows your commitment to make something better for them today than it was yesterday.

Successful implementation requires effective communication. That's why at this third step, we offer our communication expertise - helping you share with you people what's happening and why.

We provide guidance for:

- Coaching those involved in communicating the roll-out
- Managing your messaging
- Launching and embedding your programme
- Recognising and celebrating colleagues who are delivering excellence, and
- Measuring the difference everyone's efforts are making.

Embed and measure

As Louis V Gerstner Jr, former CEO of IBM said, "People don't do what you expect but what you inspect".

Change takes time to embed so staying close to what's implemented enables you to sense check everything is working as it should and nudge things back on track if necessary.

You'll know everything's working because this is the stage when we check back with your people and measure against those performance indicators – as agreed at the outset.

It's the moment of truth, where we show you just how far you've come. What we know is you won't be disappointed because this programme provides a proven formula to secure employee and customer experience excellence and remarkable results.

Follow up health checks

Sentiment isn't static. Customer expectations and employee experiences evolve. That's why we can, if you'd like us to, continue to support you with "health checks" to see how your people are feeling, offer early warnings that sentiment is again shifting, or benchmark your progress against best practice.

Next steps

Want to find out more about how Axiom can help you create employee experience excellence, truly outstanding customer experiences, or both? We'd love to have an informal chat.



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