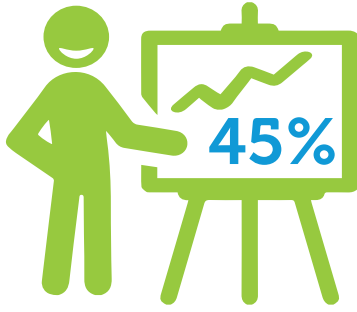


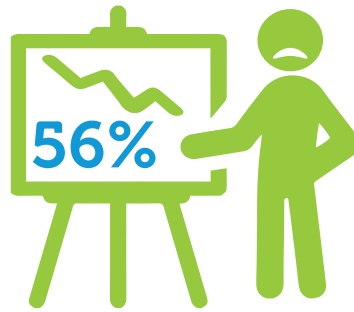
# THE POWER of 2 : Engaged Employees and Satisfied Customers

Infosurv Research has demonstrated a positive relationship between employee engagement and customer satisfaction: an increase in employee engagement leads to an increase in customer satisfaction.

In our research:



As employee engagement increased, customers' willingness to recommend the company increased by 45%.



Conversely, as employee engagement decreased, customers' willingness to recommend the company decreased by 56%.

Engaged Employees + Satisfied Customers



These numbers relate directly to the bottom line!

## Additional Benefits of Increased Employee Engagement:

Firms with more engaged employees report **48%** fewer safety incidents; 41% fewer patient safety incidents; and 41% fewer quality incidents (defects).<sup>1</sup>



**37%**  
vs  
**10%**

Teams classified as "high performance zone for engagement" had a 37% net promoter score (NPS) versus 10% NPS for teams "outside of high performance zone for engagement."<sup>2</sup>

**66%** of highly engaged employees reported that they had no plans to leave their company, while only 3% of them were actively looking, compared to 12% and 31%, respectively, for disengaged employees.<sup>3</sup>



Employees' customer service productivity scores and their employee engagement scores had a correlation of .51.<sup>4</sup>

Companies with high employee engagement scores had twice the customer loyalty (repeat purchases, recommendations to friends) than companies with average employee engagement levels.<sup>5</sup>



**2X\$**

Organizations with highly engaged employees achieve twice the annual net income of organizations whose employees lag behind on engagement.<sup>6</sup>

## Customer Satisfaction and Employee Satisfaction Philosophy:

You can't expect your employees to exceed the expectations of your customers if you don't exceed the employee's expectations of management."  
~ Howard Schulz, Starbucks

"Good customer service begins at the top. If your senior people don't get it, even the strongest links further down the line can become compromised."  
~ Richard Branson, Virgin Group

Brought to you by:



www.infosurv.com | 1-888-262-3186 | sales@infosurv.com