

# MAKING THE CONNECTION:

## Engaged Employees = Satisfied Customers

Infosurv Research has clearly demonstrated the connection between employee engagement and customer recommendations: an **increase in employee engagement leads to an increase in customer's Likelihood to Recommend** a company's products/services. In our research:



When levels of disengaged employees dropped by 2%, there was a 1% increase in customer's likelihood to recommend the company.

**"Highly engaged employees make the customer experience. Disengaged employees break it."** – Timothy R. Clark

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 Engagement 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

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