



*WANT GREAT CUSTOMER  
EXPERIENCES?*

*PUT YOUR EMPLOYEES FIRST!*

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# By the end of today's session, you will be able to:

- ❑ See the Connection between Employee Engagement & *Consistently Satisfied Customers*
- ❑ Develop an Employee Engagement *Strategy*
- ❑ Articulate a *Destination* for your Team
- ❑ Develop a Compass to *Point the Way*
- ❑ *Measure* the Employee & Business *Benefits*

# Connection Between Engagement & Customer Satisfaction

“Highly engaged employees make the customer experience. Disengaged employees break it.”

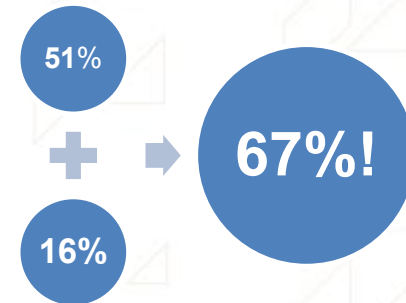
*Timothy R. Clark, The 5 Ways that Highly Engaged Employees are Different*



# Why Care about Employee Engagement?

GALLUP 2017 National Poll:

- ❑ **Actively** engaged: 33%
- ❑ **Not** engaged: 51%
- ❑ *Actively disengaged*: 16%
- ❑ **Cost of Disengagement?**
  - ❑ \$3400 for every \$10,000 in pay
  - ❑ Annual cost: \$2 million



# More Reasons to *DRIVE* Employee Engagement

- ✓ **Productivity** increases by 22%
- ✓ **Safety** accidents decrease by 48%
- ✓ **Overall**
  - ✓ More feelings of self-value
  - ✓ Less absenteeism
  - ✓ Reduced stress
- ✓ **Engaged employees:**
  - ✓ Buy into the organizational vision
  - ✓ Want to make a difference
  - ✓ More likely to do:

**The RIGHT THINGS in the RIGHT WAYS at the RIGHT TIMES**

# Employee Engagement Strategy...



- ❑ Start with a **Vision**
  - ❑ Improve workday *experiences*
  - ❑ Reduce workplace *stress*
  - ❑ Increase feelings of *self-value*
  - ❑ Use 'fun' and 'surprise' to interrupt *mundane*
  - ❑ Empower supervisors to '*shake up*' *status quo*
  - ❑ Connect all to business benefits

## ❑ **WHAT IS YOUR VISION?**



# IMAGINE...WHAT IF WE...



- Made having 'fun @ work' a priority?
- Changed our *conversation*?
  - "Teach me" instead of "Show me"
- Put someone who *stays in the background* in charge of a small task?
- Gave task instructions while wearing a 'goofy' hat?
- Held *talent contests* to better understand *non-work* related strengths?
- Sang a *recognition* to the tune of "Happy Birthday"?
- Held a pizza celebration "just because"?

# Elements of an Engagement *Strategy*

- ❑ Annual **Performance Goal**
- ❑ Prepare management team to help *re-shape culture*
  - ❑ **Buy-in**
    - ❑ Brainstorming retreat & WIIFM
    - ❑ The WHAT
  - ❑ **Skills**
    - ❑ HOW-TO put ideas into action
    - ❑ HOW TO observe & quantify 'change'
  - ❑ **Incentives & Resources**
    - ❑ Permission to have 'fun'!
    - ❑ Funds for food, prizes and awards
    - ❑ Time to organize/hold games, contests
  - ❑ **Action Plans**
    - ❑ That work for each team
    - ❑ Tie efforts to individual and business benefits



# DEFINE BUSINESS BENEFITS

- ❑ Greater organizational ***loyalty***
  - ❑ Translation: *energized, more productive*
  
- ❑ ***Want and act on feedback***
  - ❑ Translation: *growth!*
  
- ❑ Dialogues become more ***solution-focused***
  - ❑ Learn about problems *sooner*
  - ❑ Manage rumors
  - ❑ Address/remove team conflict
  
- ❑ ***LESS*** stress creates '***MORE***'
  - ❑ Focus turns to *needs of others*
  - ❑ Team members:
    - ❑ feel more *valued*
    - ❑ sense you *care*

**Customers *feel* & *see* the change!**

# Connect to Customer Satisfaction

- Articulate a clear **‘destination’**

- “Pay Less. Buy More.”

- “Better ingredients. Better pizza.”

- “Always lower prices. *Always.*”

- What is *your* commitment to customers?



*Ours: “Provide undeniable value; deliver promised levels of service; build trusting and supportive partnerships; support customers’ core business”.*

# Create a *Compass!*



- You defined your *destination*
- Now, create a *compass* to guide you there!
- Customer Impact *Jobs*
  - Strip down to *core*
  - Why does the job *exist?*
  - Top three priorities
  - Remove/transfer low value tasks
  - Understand & *manage* customers' expectations...perceptions
  - Bring the *un-controllable into your control*



# DO YOU KNOW WHAT MOTIVATES *EACH* OF YOUR EMPLOYEES?

“The way your employees feel is the way your customers will feel. And if your employees don’t feel valued, neither will your customers.”

---S.F. Stershic, author, [Taking Care of the People who Matter Most: A Guide to Employee-Customer Care](#)

# Employee Recognition *Profile*



- ❑ What part of your job do you like the most...and the least?
- ❑ What do you consider to be your top workplace strength?
- ❑ Number the following supervisor actions in order of most importance:
  - ❑ Transparent feedback
  - ❑ Care about me as a person
  - ❑ Building a trust-based relationship
  - ❑ Know and use my strongest skill
  - ❑ Give me flexibility when I need
  - ❑ (Add your ideas)
- ❑ Check which form of feedback/recognition you prefer:
  - ❑ Lead a special, unique assignment/project
  - ❑ Offered development opportunities
  - ❑ Be paired with a mentor
  - ❑ Be recognized 1:1...in staff meeting...a large public group...other:
- ❑ What is the best feedback that you've received?
  - ❑ What made it so?
- ❑ Tell us anything else you'd like us to know about what energizes you on-the-job.



# Develop a *Recognition Strategy*

- ❑ Virtually “free” ideas
  - ❑ Opportunities to use strengths
  - ❑ Written praise
  - ❑ Performance-based flexibility
  - ❑ Ask for *their opinion*
  
- ❑ Make recognition
  - ❑ Timely
  - ❑ Specific
  - ❑ Meaningful
  - ❑ Motivating
  
- ❑ Cultivate a *culture* that expects and gives meaningful feedback
  
- ❑ **How much does saying “Thank You!” cost?**
  
- ❑ Be *generous & genuine* with your feedback

# Develop a *Recognition Strategy*

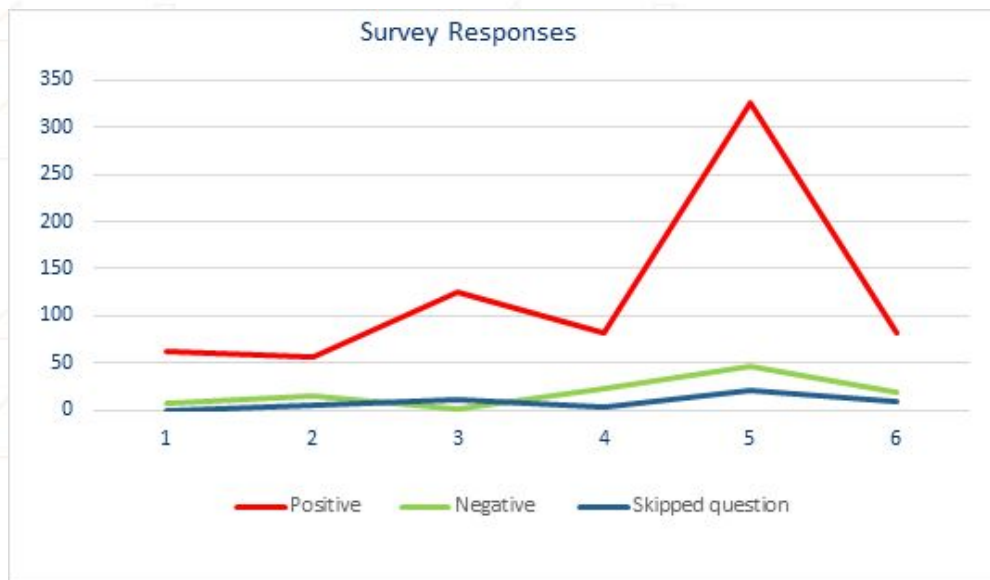
- ❑ Encourage **peer-to-peer** recognition
- ❑ **Listen** for feelings of fear, doubt, anxiety
- ❑ Share: how they helped **you** when it *counted*
- ❑ **Connect**: their actions to *organization's mission*
- ❑ What is *your* Recognition Strategy?



# MEASURE Employee Engagement

## □ Ask them!

- Gallup Q 12 Survey
- Customized survey on goal attainment
- Our survey results: 83% increase!



# MEASURE Employee Engagement

## Look for *change*

- Attendance
- Suggestions
- Volunteering
- Team interaction
- Productivity levels
- Relationship with supervisor
- Greater participation



# MEASURE Customer Perception

- **Ask** them!

- Take their **'PULSE'**

  - Quarterly 1:1 surveys

  - **Opposite of *anonymous***

- Objectives:

  - Monitor changing customer ***perceptions***

  - Create opportunities to ***strengthen relationships***



# Call to *Action!*

- Develop a *Strategy*
  - Define your *vision*
  - Move employees from disengaged to *engaged*
  - Use the power of *meaningful recognition*
  - Keep your finger on your *customer's PULSE*
    - Increases opportunities for *great experiences*
- Get *serious about having fun!*
- Never underestimate the *power of levity* in the workplace!

## WIIFM?

Watch your employees:

**Do the right things...in the right ways...at the right times!**

# PARTING WORDS...

*"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."*

— John Quincy Adams

THANK YOU for your time today!

Sandra



Facilities Management