

# Employee Experience Survey



## What is the Employee Experience Survey?

The Employee Experience Survey (EES) discovers how closely aligned employees are with the 12 key dimensions that are proven to affect business results and drive customer satisfaction. Unlike typical employee surveys that report against a set of generic questions, the EES provides specific company insight as well. Its proprietary expert software system compares the results with what employees consider to be most important. EES further analyzes a company's data and selects from 250 best-in-class practices to provide specific actionable advice on how to achieve closer alignment.

EES is not a "climate survey," nor is it a traditional "employee satisfaction survey." The focus of EES is holistic and linked to the market place so as to align employees with the dimensions that correspond with organizational performance. It is based on the 'Organizational Alignment Model' which was developed from extensive statistical research. It complements the companion

'Customer Experience Management+ Survey' and the two when used together, assess the organization using the principles of the Service-Profit Chain first conceived by researchers at Harvard Business School. Employees answer 60 questions, five in each of the 12 key areas. The data collected form the basis of the alignment assessment. Additionally, managers answer questions related to six key results areas, such as "meeting profit targets." This 13th dimension determines whether managers' perceptions of what is an important performance outcome are in alignment with actual corporate goals.

Using these data, EES identifies the gap between performance and perception, and through statistical analysis, gives a company a very clear read on where weak alignment is preventing the company from being a peak performer.

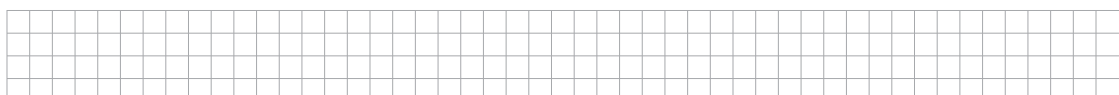
### HOW IT WORKS?

The survey measures employee perceptions on the 12 key dimensions proven critical to business success.

- **MARKET FOCUS** How well does your company listen to customers?
- **VISION, MISSION & STRATEGY** Are vision, mission and strategy clearly understood throughout your company?
- **CULTURE** Are all employees working toward the same goals?
- **STANDARDS & PROCEDURES** Are processes efficient and designed to serve the customer?
- **SERVICE** Does your training support internal and external customer service excellence?
- **CLIMATE** Is internal communication open and morale high?
- **PEOPLE POLICIES** Do you reward and recognition systems support employees' high performance?
- **QUALITY** Is reducing errors, whilst maintaining highest product or service quality, a priority?
- **LEADERSHIP** Is management willing and able to bring the 12 key factors into alignment?
- **DIFFERENTIATION** Has your company achieved market prominence as a result of its customer experience?
- **PERFORMANCE TRACKING & SUSTAINING PERFORMANCE** Is customer experience measured and communicated regularly?

## EES Competitive Benefits for Management and/or the Board of Directors

- **ACTIONABLE.** Expert system software analyzes data and provides usable best-in-class tactics.
- **BEST-IN-CLASS COMPARISON.** Companies can compare themselves to top performers, often in their own industry.
- **EASILY UNDERSTANDABLE.** Quantifiable, easy-to-read results facilitate information sharing.
- **FAST FEEDBACK.** Online or optical scanning of survey responses provides quick turnaround.
- **ONLINE ASSESSMENT CENTER.** Internet access enables 24/7 usage of assessment tool.
- **RESULTS-DRIVEN DATA.** Managers can discover whether their perceptions of the importance of six key performance results are in alignment with actual corporate performance.
- **SPECIFIC.** Data can be stored by department or location to pinpoint areas of improvement.
- **THOROUGH DOCUMENTATION.** A variety of graphs, charts, and statistical reports are available.



### Companies Use EES to:

- Identify how company strategy can be turned into front-line performance.
- Align company performance with customer needs.
- Survey employee perceptions and opinions.
- Strengthen brand delivery.
- Benchmark performance.
- Align employee performance with company mission and values.
- Analyze training or consulting needs.
- Encourage employee buy-in on organizational change.
- Monitor change and progress over time.

### Unique Value Proposition For Consultants and OD Practitioners

- **CERTIFICATION.** Experienced trainers or consultants can complete EES certification in one day.
- **EASY-TO-UNDERSTAND, SIMPLE-TO-ADMINISTER.** Questionnaire saves time and effort.
- **FLEXIBLE.** Trainer or consultant can add open-ended questions to address specific organizational concerns.
- **GLOBAL REACH.** Online capability allows for data collection from anywhere via the Internet.
- **REPEATABLE.** Benchmarking capability enables periodic re-application to chart progress.

#### ABOUT THE AUTHOR



**Shaun Smith**  
Founder, Smith+Co.

**Shaun Smith** is an internationally recognized authority on the subjects of customer experience and organizational alignment. He is the co-author of a number of best-selling books and speaks internationally on the subject of customer experience and employee alignment. His books include: "Uncommon Practice – People who deliver a great brand experience", "Managing the Customer Experience – turning customers into advocates", "See, Feel, Think, Do – the power of instinct in business", and "Bold - How to be brave in business and win" which won the "Management e-book of the year award for 2012. His latest book "On Purpose – how to deliver branded experiences people love" is published in October 2015. He is also contributing author to the Economist's "Brands and Branding." Mr. Smith has spent more than 30 years helping major corporations differentiate their brands through the experience they provide. He has spoken and consulted to companies such as Burberry, IHG, Toyota, Disney, SmithKline Beecham, British Airways, Leo Burnett, and Shangri-La Hotels and Resorts, and many others. He is the founder of the consulting company Smith+Co which consults to many of the leading brands world-wide.



For more information about **Persona GLOBAL**® metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)



#### ABOUT **Persona GLOBAL**®

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