

# INTEGRATING CUSTOMER AND EMPLOYEE FEEDBACK TO HELP YOUR BUSINESS GROW



## FAILING TO CONNECT?



Surveys of business leaders repeatedly state that retaining customers and getting the best out of staff are at the top of CEO priority lists. Whatever the industry, delivering a superior customer experience (CX) and ensuring employees are engaged and motivated are seen as prerequisites for a successful organisation.

Collecting and acting on feedback from customers and employees is central to driving improvement in these areas. Consequently the majority of companies now have Voice of the Customer and Employee Engagement (EE) surveys in place. However, traditionally these have been viewed in isolation, missing out on the deeper insight that integrating data between them will deliver.

Today there is a growing trend to combine CX and EE feedback and use it to drive improvements across the organisation. For example, it can help increase understanding of customer behaviour, link consumer satisfaction with specific employees and gain insight from staff that enhances customer feedback.

Given the proven benefits, how are companies moving towards integrating CX and EE? To find out, Questback recently surveyed business executives responsible for customer experience and employee engagement in UK organisations.

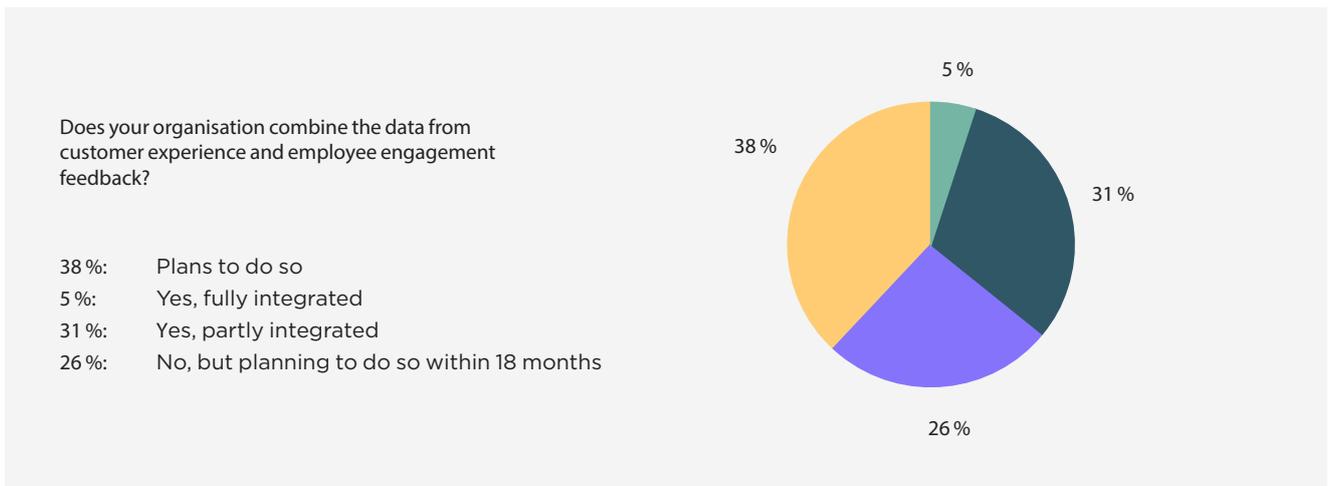
### KEY FINDINGS INCLUDED:

- Nearly two thirds (64%) are not yet combining CX and EE feedback. 38% have no plans to integrate the disciplines, although 26% aim to launch integration initiatives over the next 18 months.
- Technology is acting as a barrier, rather than an enabler. 36% of those with no plans to integrate believed their existing systems would be unable to cope, while 51% of those combining data had to do so by manually exporting it from multiple systems.
- Those that are integrating are seeing major benefits. 83% reported an improved customer experience and 75% felt it motivated employees.
- Companies are adopting a holistic approach. Rather than entrust the project to the CX or HR departments in isolation, the most popular route, cited by 29% of respondents, was to create a joint team.

# FOUR KEY TRENDS UNCOVERED

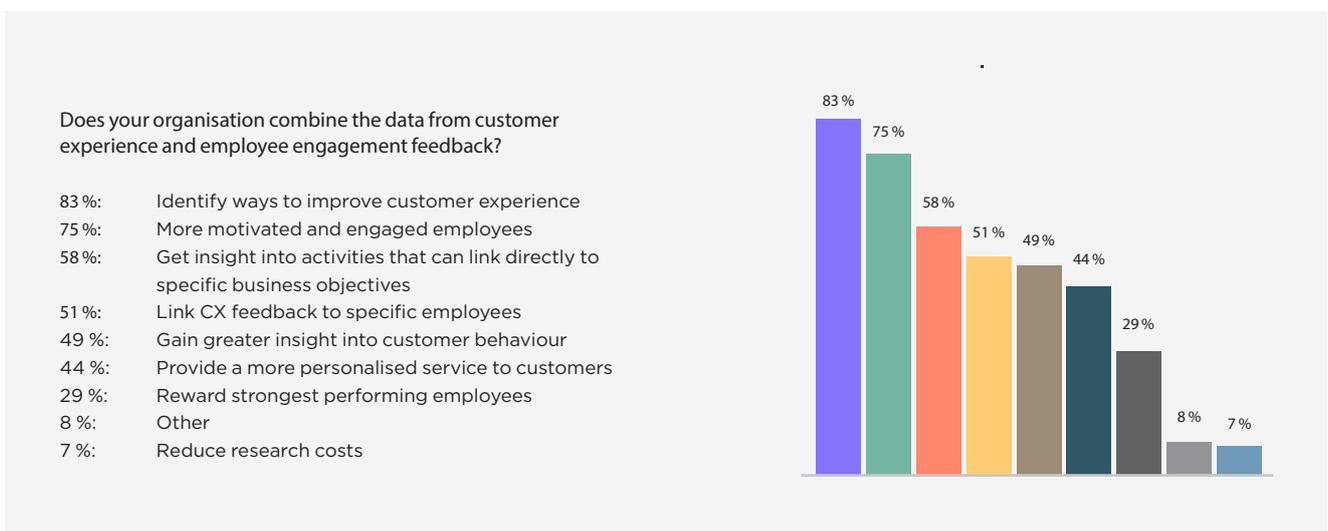
## 1. GROWING INTEGRATION GAP

Currently just 5% of organisations fully combine CX and EE data, with a further 31% partially integrating feedback. On a positive note an additional 26% of companies are aiming to do so within the next 18 months. However this leaves 38% with no plans to connect the two disciplines – worryingly 56% of these stated that they’d never considered it. Given the proven benefits to integrating feedback, laggards may well find themselves at a disadvantage when it comes to understanding and retaining both staff and customers moving forward.



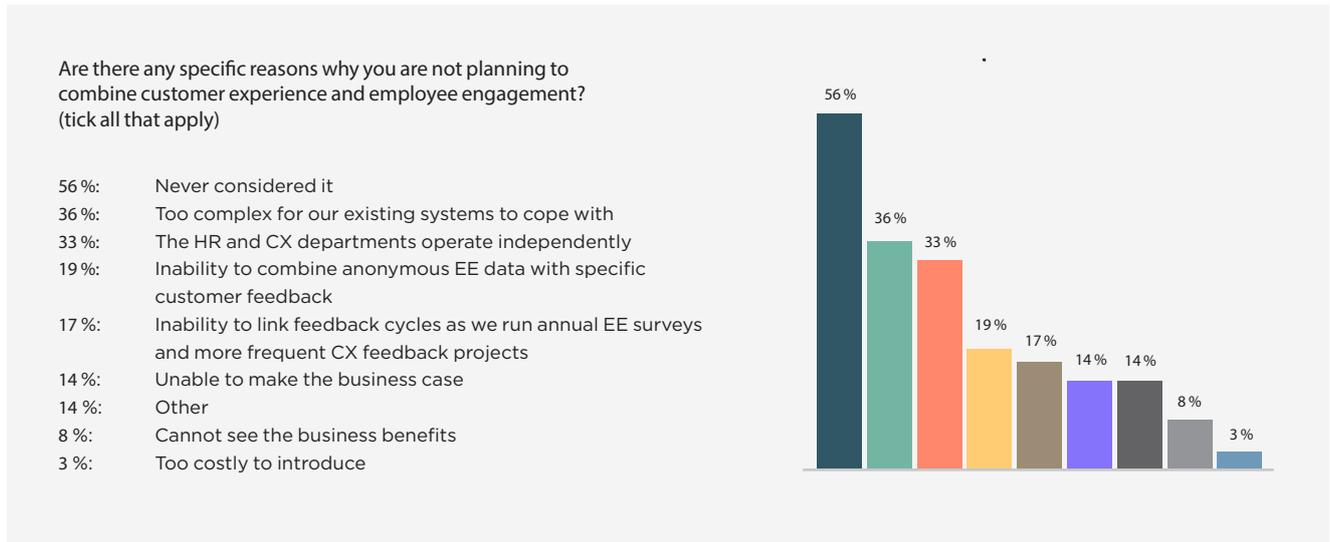
## 2. INTEGRATION BENEFITS CUSTOMERS, EMPLOYEES AND BUSINESS

Combining CX and EE feedback is driving significant benefits for those companies already integrating data or planning to do so. Businesses are seeing improvements to the customer experience through deeper, more holistic insight, while also believing it motivates and engages staff. Importantly, for over half (58%), it provided insight into objectives that link directly to business objectives, putting it at the heart of corporate priorities. Very few (7%) saw it as a cost-cutting measure – the key focus was on benefits to the business, customers and staff.

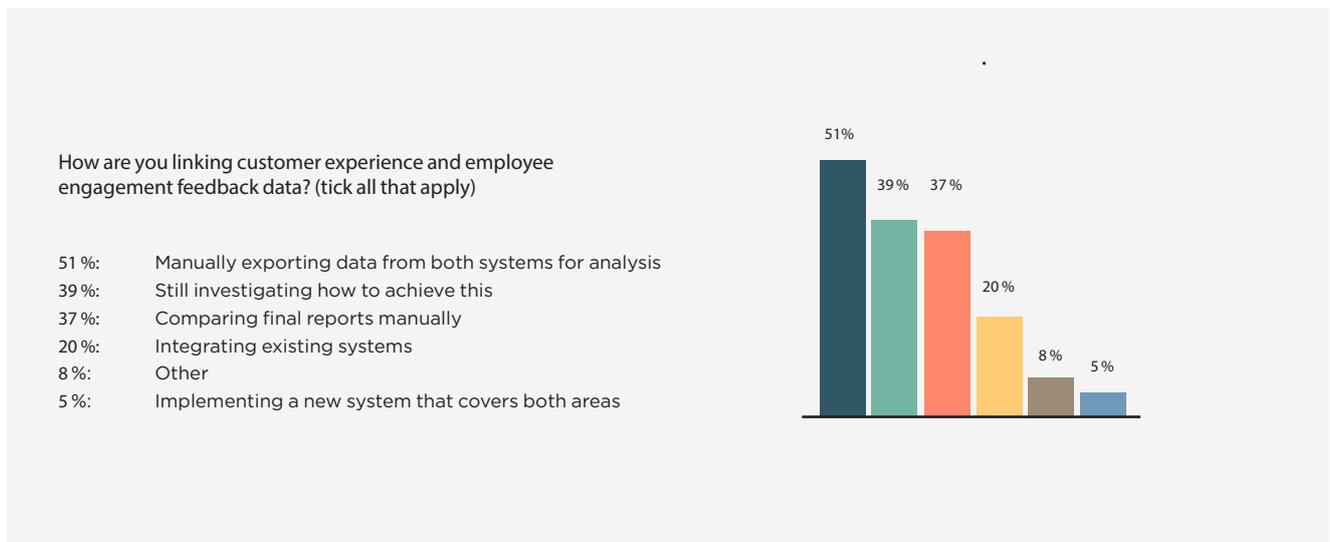


### 3. TECHNOLOGY ISSUES ARE HOLDING BACK INTEGRATION

Silo based, departmental systems are having an impact on the ability of companies to combine CX and EE feedback. Over a third of those that have no integration plans felt that it was too complex for their existing systems, while nearly one in five cited an inability to combine EE data with specific customer feedback. The largest percentage, 56%, said they had never considered integration at all, pointing to a need for greater education on the benefits of combining feedback.

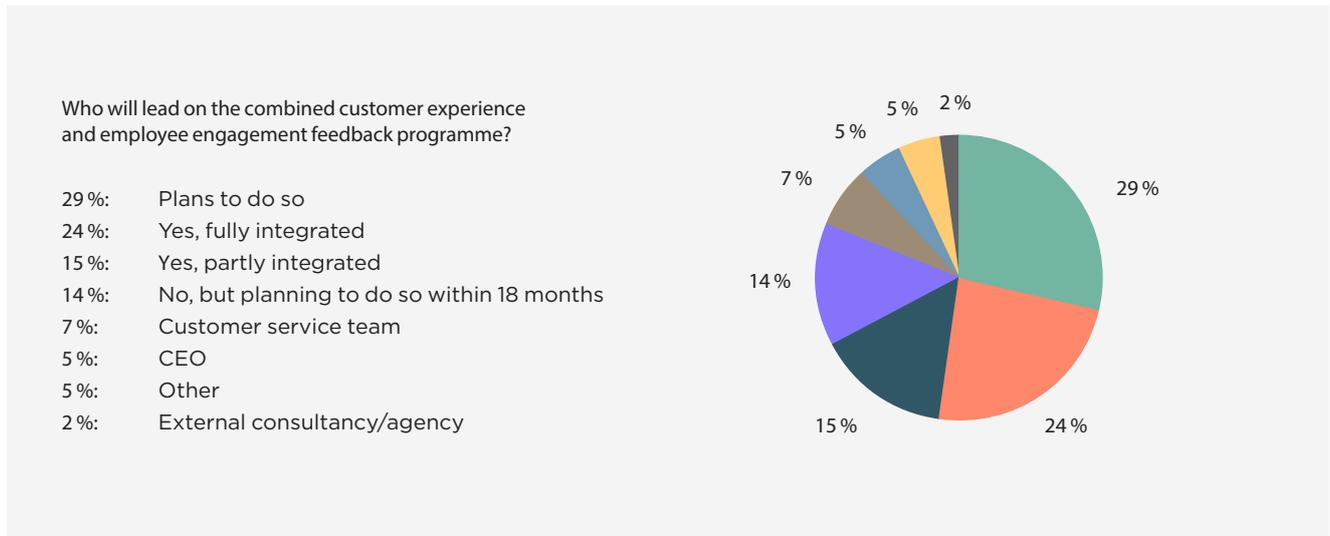


When asked how they were achieving integration, the vast majority still relied on manual processes, whether manually exporting data (51%) or comparing printed reports (37%). 39% were still puzzling over to how to combine information. Manual methods have significant overheads in terms of cost and potential inaccuracies creeping into reports. They also mitigate against real-time insight, which is increasingly vital given rising consumer demands and 24x7 operations.



#### 4. ADOPTING A JOINT APPROACH TO INTEGRATION

The insight derived from combining customer experience and HR data is useful across the organisation and requires the skills and understanding of multiple departments. The businesses surveyed understand this point, with the vast majority adopting a cross-departmental approach to managing the combined programme. This avoids silo-based working and spreads the benefits of integration widely. Nearly a quarter entrusted it to a central insight team, showing how leading organisations are becoming more advanced in how they collect, analyse and share feedback and insight data.

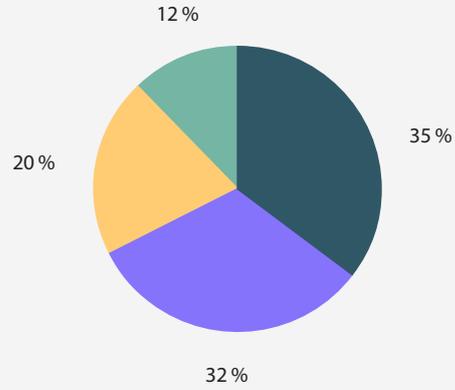


108 responses were received, from medium/large sized companies across multiple industries. 73% of respondents had a turnover of more than £11m, with 88% employing over 50 staff. 26% of those surveyed were part of CX or marketing departments, with 19% within HR and 31% part of central insight teams.

# WHO RESPONDED TO THE SURVEY?

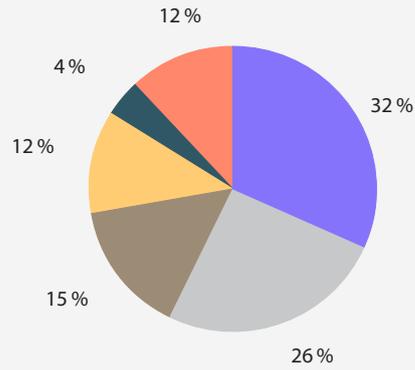
Is your role primarily related to:

- 35%: Both CX and EE
- 32%: Customer Experience
- 20%: Employee Engagement
- 12%: Other



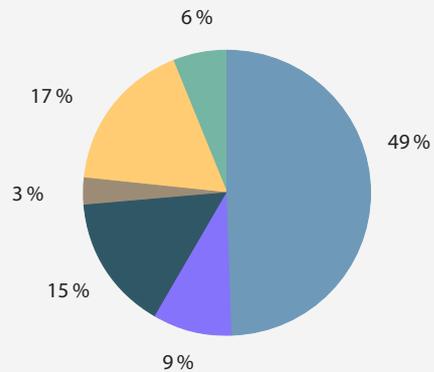
How many people work at your company or organisation?

- 32%: 5000 +
- 26%: 1001-5000
- 15%: 501-1000
- 12%: 101-500
- 4%: 51-100
- 12%: 1-50



What is your company's annual turnover?

- 49%: More than £100 million
- 9%: £51m - £100m
- 15%: £11m - £50m
- 3%: £6m - £10m
- 17%: £1m - £5m
- 6%: Less than £1 million



# THE LESSONS FOR BUSINESSES

Successful companies understand that listening to customers and employees, and acting on this insight, is critical to achieving business objectives. While organisations may have started by measuring feedback from these groups in isolation, achieving incremental advances in performance, the real step change comes when CX and EE feedback is combined.

From Questback's experience working with major organisations across the world, we have seen the following four benefits:

1. Increased understanding of customer behaviour through a holistic view of both sides of the interaction – consumer and employee. This delivers actionable insight as it enables managers to see the cause of both CX and employee engagement issues more clearly.
2. The ability to link customer satisfaction with specific, engaged employees and use this to create and reward positive role models. This not only motivates individual employees but helps pinpoint areas for training and coaching for less engaged staff. It also gives employees the ability to see the impact of their own performance on the customer experience.
3. Listening to the voice of the non-responder. Some consumers simply will not provide feedback through traditional methods, such as surveys. However by analysing the unsolicited feedback that frontline employees hear from these non-responders, organisations gain insight that otherwise would be lost, providing greater depth to Voice of the Customer programmes.
4. Getting early warning of issues and processes that need to be changed. In today's 24x7 business environment minor issues can quickly become major crises. By combining feedback from both employees and customers in real-time companies can see exactly what is happening on the frontline, and make fast changes to overcome problems before they worsen.

## GROWING INTEGRATION GAP

When it comes to listening and acting on feedback, companies are on a journey. While they began by measuring the customer experience and employee engagement separately, our research has found that a growing number of organisations are now unifying feedback and reaping the benefits in terms of higher staff morale, more committed customers and deeper insight.

Based on these experiences, now is the time for all businesses to investigate how they can combine CX and EE feedback and use the results to drive their organisations forward, before they fall behind their more advanced competitors.

# WHY CHOOSE QUESTBACK?

## LEADING SUPPLIER

Thousands of companies use Questback's real-time feedback platform to understand customers, engage employees and outperform markets. Our customer success team works with companies, large and small, to deliver solutions that help organisations learn, improve and grow.

## INNOVATIVE AND USER-FRIENDLY SOLUTIONS

Based on user feedback, Questback continuously invests substantial resources to innovate products and services that deliver increased value for our users. The services are web based, easy to use, with nothing to download or install.

## FIRST CLASS SECURITY AND DELIVERABILITY

Questback takes security very seriously. Superior technology, carefully controlled work processes, and our BSI-certified data protection programme mean your data is safe and belongs only to you. Our services regularly undergo compliance tests by external security providers.

## UNIQUE KNOWLEDGE PROVIDER

Questback offers proactive knowledge transfer. Our Customer Success Advisors will assist you with everything from survey quality assurances to enterprise feedback management solutions. Questback gives you best practice templates that adapt easily to your organisation's information needs, and our training centre offers courses in classroom settings, online tutorials, and webinars.

## ACCESSIBLE USER SUPPORT

Questback Support is available to help with any questions you have about the platform. We deliver high quality, short response times, and world class support management. Contact support by phone, email, or directly from the Questback platform.

## MORE INFO:

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