

PART 1

Exploring the value of EX & CX

It's Worth its Weight in Gold



Modern working relationships are a mix of virtual and face-to-face encounters, and business outcomes are being driven by employee experience (EX) and customer experience (CX).

With EX and CX, good and bad experiences feed into each other. Employees who feel valued are more likely to have a long-term career at your company, perform better, and engage positively with customers. In turn, satisfied customers are more likely to become long-term customers.



of customer interactions require staff collaboration across divisions.¹



of customers expect consistency across all departments.¹

DOES YOUR TECHNOLOGY DO BOTH?



Optimal Experience: THE PAYOFF

A focus on communications technology boosts:

- Employee engagement and retention
- Customer satisfaction
- Business growth
- Attraction of new talent
- Increased efficiency
- Greater productivity
- Faster ROI

But it depends on:

- Re-evaluating your communications
- Embracing new capabilities
- Focusing on improving collaboration
- Using analytics to understand productivity

The CHALLENGES Organizations Face

HR and IT teams have invested in technology to improve the employee experience. However, as pandemic-era investments often happened quickly and in isolation, employees still struggle to work across siloed departments, applications, and technologies.

Does any of this sound familiar?

- ✓ **Poor Integration** with existing systems
- ✓ **Disconnected Transitions** between physical and virtual environments
- ✓ **Lack of Streamlined Operations** when using multiple modalities that don't communicate
- ✓ **Conflicting Communications** leading to disorganization and differing directives
- ✓ **App Overload** forcing employees to monitor multiple platforms and non-aggregated data
- ✓ **Insufficient Support** for a geographically dispersed and/or hybrid workforce

It's not just about the work people do – it's about the way they feel while doing it.

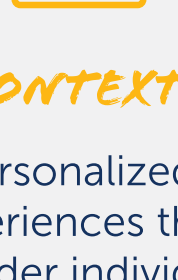
That's why the right communication and collaboration technologies are crucial for a dispersed, hybrid workforce.



EX & CX: Defining Excellence

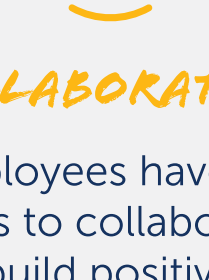
Successful organizations deliver digital consumer experiences that provide context, collaboration, and control.²

These reciprocal employee-customer relationship fundamentals are defining employee expectations and digital workplace experiences.



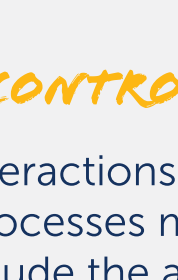
CONTEXT

Personalized experiences that consider individual preferences and support employee duties



COLLABORATION

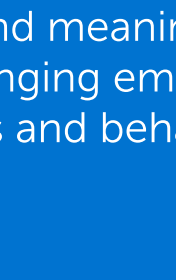
Employees have the tools to collaborate, build positive relationships, and provide excellent experiences



CONTROL

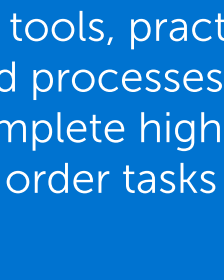
Interactions and processes must include the ability to set preferences reflecting each person's sensibilities

When context, collaboration, and control are delivered with agility, autonomy, and alignment, you move towards unified operations and consistent EX and CX.²



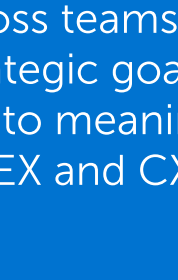
AGILITY

EX strategies need to respond meaningfully to changing employee needs and behaviors



AUTONOMY

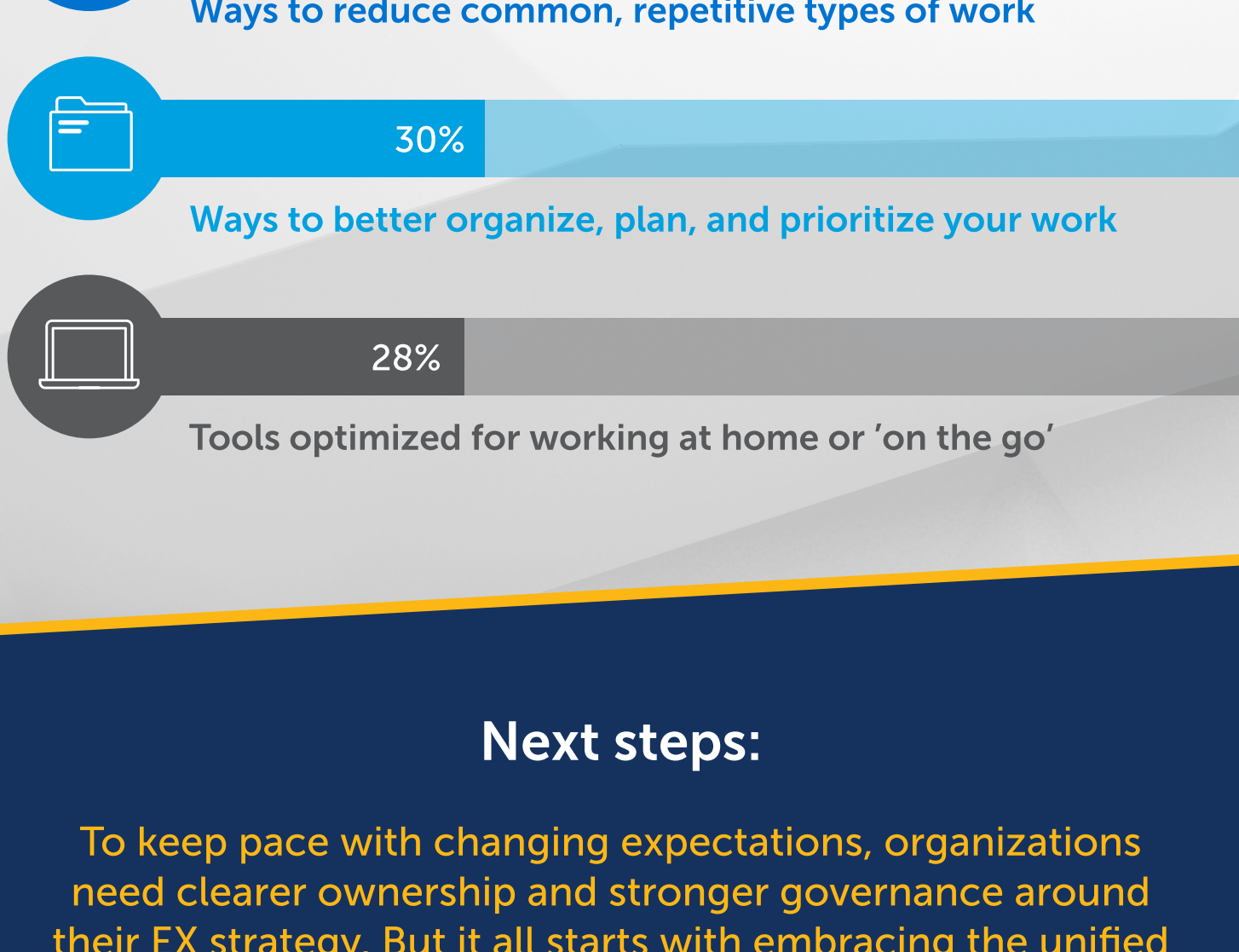
Give employees the right tools, practices, and processes to complete higher-order tasks



ALIGNMENT

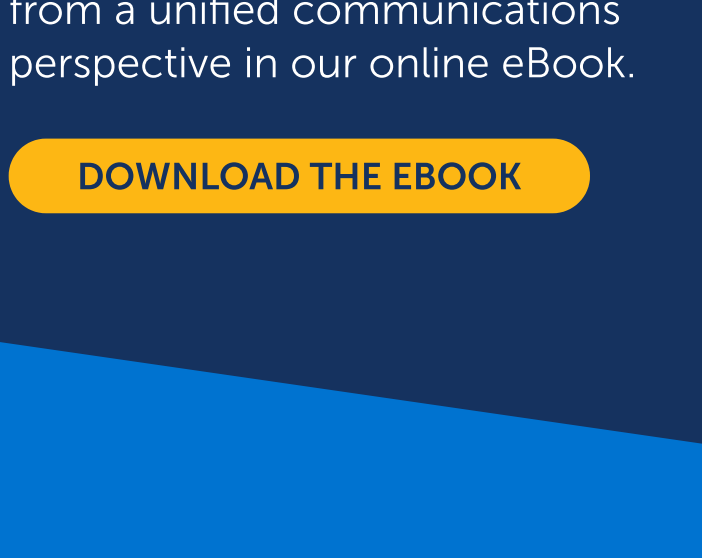
Close alignment across teams and strategic goals is vital to meaningful EX and CX

Even though customers and employees are now engaging differently, it's up to organizations to find ways to optimize their working practises. Here's what a group of employees identified as opportunities to improve productivity:



Next steps:

To keep pace with changing expectations, organizations need clearer ownership and stronger governance around their EX strategy. But it all starts with embracing the unified communications tools and technology available to you.



Explore every aspect of CX and EX from a unified communications perspective in our online eBook.

DOWNLOAD THE EBOOK



View part two of this infographic series where we explore the future of CX and EX.

DOWNLOAD PART TWO

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