The Intersection of CX and EX:
A Critical Connection for Business Success

Consider this scenario. The HR team for a tech company does a great job recruiting a top performer in the industry. During her lengthy interview process, she takes a standardized test for all candidates. Because it is a frivolous set of questions not related to her skills or experience, she becomes concerned about the company as an employer. During each step of the process, she receives confusing system-generated emails and feels disconnected from the recruiter. She loses interest in the position and accepts an offer with a different company.

The original company has lost an industry star. Frustrated, over capacity with the number of open positions, and over budget, the company finally hires someone with less experience. This comes with a much lower success rate at delighting customers and prospects. Some long-time customers move to a competitor, the atmosphere becomes toxic, and more employees depart the company. Customers lose their trusted company contact, damaging company relationships and retention. Negative reviews and rankings start to appear online, damaging the same recruiting efforts that were just starting to improve.

This true story shows just one of the ways employee experience (EX) - which includes eight key stages from pre-employment to exit - intersects with customer experience.

EX + CX = ROI
Approaching CX and EX with Journey-Based Experience Management

In the 2020 IDC study mentioned earlier, 62% of respondents said they say a defined, causal relationship between EX and CX. While intertwined, it is important to approach programs based on the moments that matter to each audience. Understanding the key stages of the customer and employee journey you need to capture feedback will help define the best strategy for each experience management program.

For employees, companies should understand that the humans who spend time working for them have unique needs based on their role, length of time employed, geography, remote status, and more. When companies lose sight of these needs, employees become disengaged or seek new employment. In many cases, the loss of the willingness of employees to give their all can come at a greater cost than losing a customer. The estimated costs of replacing an employee in 2021 are $1,500 for hourly employees and 100-150% of an employee's salary for technical and mid-level positions.

Why a causal relationship doesn't mean taking a similar approach to CX and EX

In the 2020 IDC study mentioned earlier, 62% of respondents said that there is a defined causal relationship between EX and CX. As a result, there is a temptation to implement EX programs that are similar to CX programs. If that's your line of thinking, try to resist it. There are significant differences between CX and EX that require a different approach.

The relationships between your company and your employees are much richer and more complex than those with your customers. And, the challenges are not the same. Employees often battle entrenched leadership biases and poor behaviors, which require significant and intense efforts to overcome.

CX programs seek customer loyalty, increased purchasing, and product recommendations. EX programs should encourage employees to bring their best selves to work every day and focus on getting things done to the best of their ability. In addition, the relationships are not the same. For customers, they are occasional. For employees, the relationships can be up to 8 hours a day, 5 days a week—and, in certain industries, even more.

In many cases, the loss of the willingness of employees to give their all can come at a great cost than losing a customer, especially if an employee leaves. The estimated costs of replacing an employee in 2021 are $1,500 for hourly employees and 100 to 150% of an employee's salary for technical and mid-level positions.

Because the differences between CX and EX are greater than their similarities, a robust and different methodology for measuring—and adjusting—employee engagement and employee experience regularly is a requirement for any program for improving EX. This methodology should be in addition to any ongoing CX programs that your business may have implemented.

What does a good experience management program look like?

If you are aiming for a robust program that supports CX and EX initatives, here are some elements to discover.

Journey-based feedback:

A strong program requires understanding of the unique and important moments that customers and employees have with your organization. Go beyond one-off survey requests to really understand the 'why' and pinpoint leadership action.

Real-time action:

Empower customers and employees to give you feedback at important touchpoints and react in real-time. When issues are escalated and resolved immediately, you can impact experiences before they become memories, saving customers, employees, and your reputation.

Scalability and adaptability:

Utilizing and experience management platform gives you the ability to scale your programs without manual effort. The ability to integrate your applicant, employee, and customer management tools with an experience management platform keeps your evolving data always up-to-date. Deliver personalized communication, every time.

The connection between CX and EX is so intertwined, we refer to both as simply "experience management." Imagine for a moment in our earlier example. What if there was a way to understand, during the recruiting process, how satisfied the recruit was, adjust the survey process and improve hiring for the top performers? Capture the reasons why customers were upset to react before they separated? Boost online reputation and drive revenue with the power of the voices of your customers and employees? That's the power of experience management.

Ready to see how automated experience management can change your business?
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