

Best Practices

Linking Employee and Customer Experience: Workforce Engagement Management

In 2021, most large organizations have prioritized improving their customer experience (CX) metrics to distinguish their business and successfully compete in their markets. What is overlooked in many scenarios? The role employees have in making this top priority a reality.

The impact employees have on CX is undeniable. Engaged, well-trained employees are more likely to deliver excellent experiences, even in the face of difficult interactions. Engaged employees are more productive, get more value from the tools they use, and leave less often.

How do you engage your workforce? In this Best Practices installment, our readers will benefit from your recommendations and experiences.

Roundtable Date: October 27, 2021

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Also in Jan/Feb: ■ Sales and Marketing Tools That Drive Business-to-Business Quota Achievement
 ■ Master Data Management – A Single View of the Truth
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