

dragonfish

Empower your people and create memorable customer experiences



Customer experience (CX) is increasingly a determining factor for an organisation's profitability, but CX is also the result of your employee experience (EX).

So, understanding the links between your people, your brand and your customers is the key to driving sustainable growth.



There is a strict correlation between employee and customer experience, yet still less than 10% of organisations measure employee experience (EX).⁵

16%



Companies that invest in and deliver superior experiences to both consumers and employees are able to charge a premium of as much as 16% for their products and services⁶

It's clear that CX and EX can't be looked at in isolation – they are intrinsically linked and must be considered simultaneously in order to achieve the best outcomes. Dragonfish are an award-winning culture consultancy who can help you better understand the links between CX and EX, improve your customer-centricity, and deliver sustainable growth.

70%



Dragonfish research has found that 70% of employees in high-performing organisations understand how their role impacts customer satisfaction⁷

20%



In low-performing companies, only 20% of employees say that those around them put customers first in day-to-day decisions.⁸

Less than half of consumers (46%) say the employees they interact with understand their needs.³



Companies that invest in employee experiences are 4 times more profitable than those that don't.²



60% of employees would take a pay cut if it meant working for a more empathetic employer.



88% of customers are willing to pay more for a better shopping experience.¹

To find out more about our research and driving your business towards a brighter future, speak to us today on **0300 303 8696** or email hello@dragonfishuk.com.

Endnotes

- <https://www.qualtrics.com/blog/customer-experience-and-employee-experience-common/>
- <https://www.forbes.com/sites/blakemorgan/2018/02/23/the-un-ignorable-link-between-employee-experience-and-customer-experience/#3dc04dc648dc>
- <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>
- <https://www.mckinsey.com/business-functions/operations/our-insights/the-ceo-guide-to-customer-experience>
- Gartner Customer Experience and Technologies Summit 2019
- <https://www.pwc.com/gx/en/consumer-markets/consumer-insights-survey/2019/report.pdf>
- Dragonfish Research in partnership with Bournemouth University
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