

HOW THE EMPLOYEE EXPERIENCE  
**Can Make or Break the  
Customer Experience**

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# Introduction

We can't discuss the customer experience without also talking about the employee experience. Time and again, research has shown a direct correlation between the two. And as business leaders, we know it on a gut level: behind every boost in revenue, every uptick in ROI, and every raving online review, there is at least one person on staff to thank for it. And the research bares it out: of the leading customer service organizations, **60% reported having more engaged workers**. Happy employees work harder, provide better customer service, are more effective at their jobs, and contribute to a more positive environment for customers and co-workers.

Unfortunately, we have an epidemic of employee unhappiness in the US. The latest research shows that upwards of **64% of workers are disengaged** at work. Disengaged workers are not only less productive, their low morale and lack of energy adversely affects customers and co-workers. And their effect on our economy is staggering, as these disillusioned employees cost the US economy **\$350 billion dollars a year**. What about your company? It's hit with a **\$2,200 loss per unhappy employee per year**.

The good news is there are actionable steps you can take to create an environment where your staff, customers, and business flourishes. The first step is to change how the way you view your employees.

## YOUR EMPLOYEES = YOUR BEST BRAND ADVOCATES

When we think of brand advocacy, we often think of our employees sharing our brand's posts on their personal social media accounts. But we need to widen our view a bit. Our employees are already our best brand advocates—or at least have the potential to be. They are well-versed in our products and services and their main selling points. They also know our customer's pain points, and how we can help. So, what might be missing? The simple answer: communication, motivation, engagement, recognition, and connection.

In this white paper, we'll discuss five proven ways to support your employees and empower them as your top brand ambassadors for:

- » More positive customer experiences
- » Increased sales and ROI
- » Higher workplace satisfaction
- » Less employee turnover
- » Better brand trust and authority

# 5 Tips for Managing a Happy Team

## HELP THEM COMMUNICATE AND COLLABORATE WITH DIGITAL TOOLS

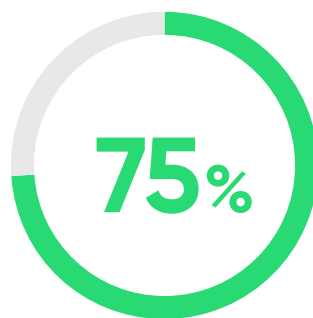
Roughly **75%** of US employees rate collaboration as very important for their jobs. This is put into context by the fact that **86%** of employees blame lack of collaboration and communication for workplace failures.

Conversely, effective workplace communication leads to a **25% uptick in productivity**, and a **50% lower employee turnover rate**. It boosts workplace morale, improves company trust and loyalty, and provides employees with the problem-solving tools and clear-cut goals they need to succeed at their jobs. But to build a strong, cohesive company culture—and a happier workplace—you need to give your team better ways to communicate and collaborate.

Digital collaboration and communication tools are found to **increase productivity by 30%**, with **7 out of 10 workers** reporting an improvement in workplace communication while using them. Digital tools expand the communication reach, allowing employees to communicate in real time when in-person communication is impossible (like with remote and hybrid teams) or inconvenient.



of employees blame lack of collaboration and communication for workplace failures



of US employees rate collaboration as very important



uptick in productivity by effective workplace communication



lower employee turnover rate from effective workplace communication



workers reporting an improvement in workplace communication with digital collaboration and communications tool



Digital collaboration and communication tools are found to increase productivity by 30%

## Visual business metrics for better performance

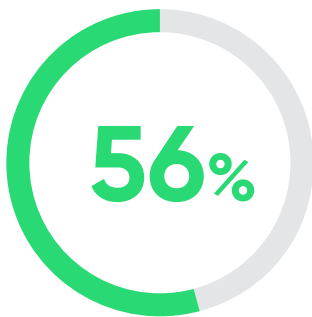
Display live data metrics and post important sales to boost morale and keep employees in the loop and on track. [Hoopla](#), Raydiant's real-time performance management and motivation solution, lets you display real-time company data, like progress updates and sales leaderboards, on your in-office screens. This powerful tool lets you clearly communicate KPIs and company goals, celebrate employee achievements, and motivate your team with a visual representation of their successes.

## On-the-go communication with brick-and-mortar employees

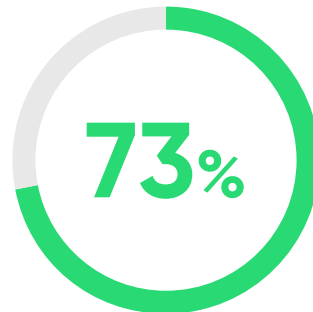
Take employee communication to the next level with Raydiant's complete system, which includes back-of-house signage and a robust mobile app. Push important company announcements, reminders, and "well done" messages to your employees on in-house screens and their own phones, keeping them informed and motivated during their workday. They can also track their progress in performance-enhancing workplace games, and check their rewards points in real time.

## Virtual customer service portals

Customer communication is also key for a more streamlined experience for both your customers and staff. Tools like [Virtual Agent](#) allow your team to provide quality service to in-store customers regardless of location. The all-in-one system uses in-store Raydiant screens as interactive customer service agents. Using video conferencing and an interactive touchscreen, the system allows customers to virtually connect with staff members at other stores or locations, receiving personalized customer service and expert advice.



report greater work satisfaction when they collaborate.



of employees perform better at their job in a collaborative work environment



of employees say that a collaborative workplace makes them more loyal.



Good workplace communication saves

**15%**

of an employee's work time—or 300 hours a year.



Effective workplace communication results in 4.5 times the talent retention.

## MOTIVATE THEM WITH CLEAR, MEASURABLE GOALS

Time and again, research proves that success is fundamentally linked to setting goals and measuring progress. Clearly communicated goals—both for your business and individual employees—provide a vision for success to work towards. It encourages workers to focus on the meaning of their work, and makes them personally accountable whether they meet a goal or fall short.

The interesting thing about workplace goals is that their effect is circular: they contribute to happier workers, and [happy workers achieve their goals 31% more often](#). A goal-oriented worker isn't only more successful and efficient in their job, but their growth gives them a greater sense of satisfaction. This is particularly important as younger generations start dominating the workplace, since [91% of Millennials state that career progression is their top priority](#) when job searching.

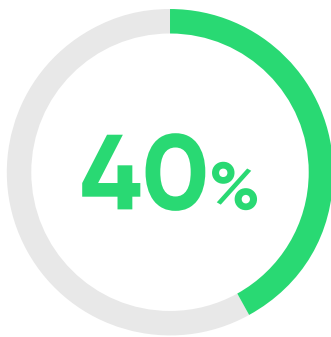
### Tips for setting employee goals

- » **Align your employee goals with the overall business goals.** Start with the endgame in mind. Outline real growth metrics for your company (10% more sales, five more qualified leads a month, etc.) and build employee goals around those.
- » **When defining job-specific goals, ask your employees to weigh in.** Who better to ask for help defining goals for each job position than the workers who perform those jobs every day? Not only does this provide valuable feedback for you, but it empowers your workers by making them part of the goal-setting process.
- » **Set SMART goals.** These are Specific, Measurable, Achievable, Relevant, and Time-Based. In other words, don't be vague: clearly define your goals. You also need to be able to track your progress along the way. The goal should be relevant to your business success and to that individual job position. And finally, it should have a deadline to work towards.
- » **Divide each goal into smaller "sub goals".** Outline daily, weekly, monthly, and quarterly tasks that, together, get them to their goal. This will make long-term goals less intimidating and overwhelming. It also makes it easier to track a goal's progress.
- » **Clearly communicate each goal, and the steps for achieving it, to your employees.** Set your team up for success. They'll not only need to know what you expect from them, but they'll need clear instructions on how to achieve each part of the process.

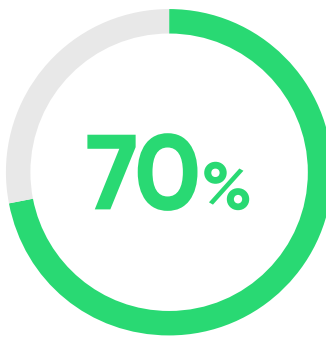
## Communicating goals effectively

Why do people find placing Post-It notes on their bathroom mirrors so effective? It's because it offers an at-a-glance reminder of their goals, both short and long-term. Visual reminders in your shared workspace work in the same way.

Raydiant's Hoopla integration gives companies those visual motivators in the form of automatically generated sales leaderboards showcased on office screens. These digital displays act as goal touchpoints, where employees can clearly view their goals and track their own progress. This motivates them to achieve more and see how they measure up with their co-workers (for a healthy dose of competition).



of US employees report knowing their company's goals.



of successful companies report communicating business goals across their organizations.



In one survey, poor communication with employees caused companies to lose over

**\$62**  
MILLION/YEAR



Employees that are held accountable for their workplace performance are 2.5 times more likely to report feeling engaged at work.

## ENGAGE THEM WITH A GAMIFIED EXPERIENCE

People typically associate playing games with leisure time, but it's also a great way to engage your employees. Games bridge the gap between work and fun, boost productivity, get people to think in innovative ways, and help them form stronger bonds with co-workers. It also fosters a healthy sense of competition that drives employees to perform at their highest level.

Gamifying the workplace, or applying game elements at work to boost performance and motivation, is (unsurprisingly) popular with employees. As many as **95% of them** say they enjoy using gaming elements at work, and **72% of them** say that games inspire them to work harder. And, since we're discussing creating a better employee experience, **88% of employees report feeling happier at work** when games are part of their workday.

## Popular workplace games

### » **Company contests**

A company-wide contest encourages staff to work together to achieve a common goal. And, since each department has its own individual KPIs, why not make each department its own team? Start with an achievable, measurable goal for each department—and one that takes about the same amount of effort, to keep the contest fair.

Encourage healthy competition between departments, but avoid inadvertently pitting people against each other. Rather, focus on how each department, or individual employee, is doing compared to their own past metrics. Keep their stats, and the goal they're working towards top-of-mind by displaying [one or more leaderboards](#) in the office. Your employees can use them to track their progress and cheer each other on.

### » **Team competitions**

Leverage your employees' desire to rise to the top by introducing fun, friendly competitions between teams or individual team members. Competitions need not be all about that final sale—how about tracking the amount of follow-up calls sales reps make? Or how many qualified leads marketing has brought in during a certain period? And don't forget the incentive: cash, gift cards, extra PTO, public recognition—you know your team, so use their best motivator.

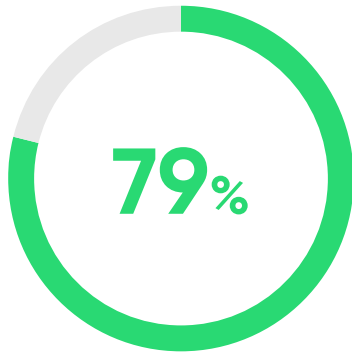
The best team competitions have clearly communicated KPIs, a set timeframe, and a system for tracking progress. A [real-time leaderboard](#) does this, while playing up the fun, sports-like atmosphere of the competition (think a scoreboard, like the ones used at football games). This gives the office visual reminders of what they're working towards, recognizes high performers' efforts, and motivates all to stay at the top—or at least not fall to the bottom—of the board.

### » **Team tournaments**

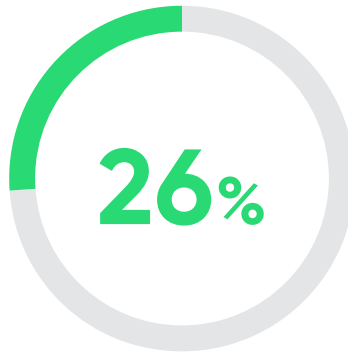
Bring the fun of sports into the office with exciting team tournaments. Create one-on-one tournaments within your sales team, each department, or the whole company. Team tournaments help you track important company metrics while giving your employees an incentive to try things outside their comfort zone and apply new strategies to succeed. It also breaks the ice between co-workers and departments, helping people get to know each other in a fun, social atmosphere.

[Raydiant's Hoopla app](#) simplifies workplace tournaments, automating company data so that it populates your in-office screens with real-time tournament boards, complete with "player" stats. The system allows you to select up to 64 players and choose the metrics used to determine the winner. Each "round" of the tournament will display final stats for that round, revealing the winner. The round winner will then advance to the next round until there is one ultimate tournament winner.

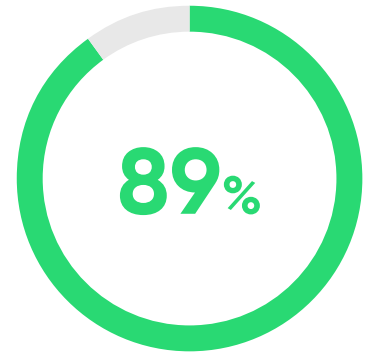




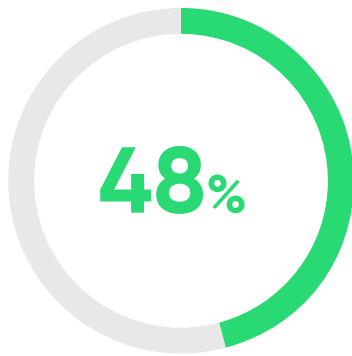
of employees report feeling more motivated and purpose-driven at work because of workplace gaming techniques.



of people say they prefer games that offer real-time performance feedback.



of employees say they'd feel more engaged at work if there were gamified activities.



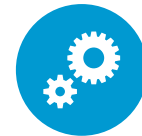
of employees report feeling more motivated and purpose-driven at work because of workplace gaming techniques.

In one study, when a company displayed key performance metrics on a "leaderboard," there was an



850%

INCREASE IN PIPELINE VOLUME



360%

INCREASE IN SALES SYSTEM ADOPTION

## RECOGNIZE THEIR ACHIEVEMENTS, LARGE AND SMALL

Everyone wants to be recognized for their individual contributions and talents, and nowhere is this more evident than the workplace. In fact, recognition is so important that 44% of workers are leaving jobs that don't offer it. Sincere, consistent commendation increases employee engagement, fuels workplace performance, and creates a sense of ownership and pride. But it doesn't just have to be the big moments you recognize—small touchstones should also be celebrated to keep the fire of motivation burning.

### Ways to recognize your workers

» **Rewards points and real-world prizes.**

Create a high-performance culture incentivized by [Hoopla's rewards program](#) that offers real-world prizes. Highlight every win with redeemable points that let your employees pick from your choice of prizes.

» **Monetary and other incentives.**

Compensation is one of the top ways to incentivize your staff. [In one report](#), 70% of employers found it to be a strong motivator. However, an extra day of PTO or more flexibility in the form of work-from-home days can be just as powerful.

» **Celebrations and everyday thank-yous.**

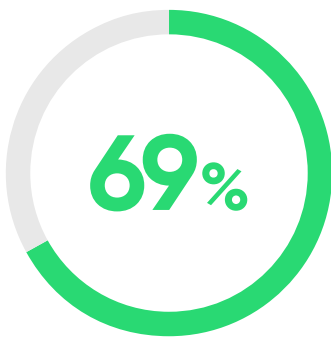
Celebrating your employees' small and large milestones can come in a few forms. From taking them out for a special luncheon to throwing them an office party to handwriting a personal note of thanks, you're letting them know you notice their contributions.

» **Public recognition.**

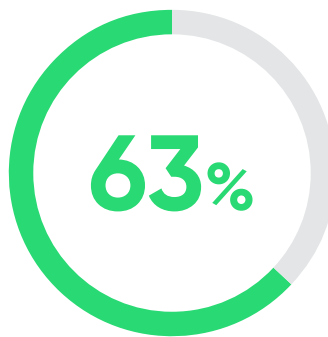
An eye-opening 82 % of employees don't feel recognized for what they do by work leaders. And 79% quit their job due to lack of appreciation. What better way to shout, "I value you!" than with a public display of recognition for all the office to see? Give your employees accolades (and bragging rights) by sharing their wins on your in-office Raydiant screen with our Hoopla app integration. Display the employee's name, photo, and achievement, and they'll know they're seen and valued.

### Tracking progress for large and small wins

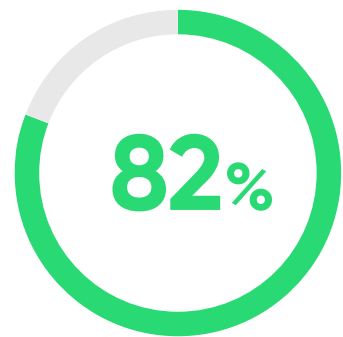
Whether it's a new sales competition or simply a new workweek, you'll need a way to track your employee's progress before you can acknowledge their victories. Raydiant's Hoopla integration automates the data collection process, importing data from your spreadsheets, CRM, and other internal systems so you always have access to up-to-date, accurate KPIs. The system feeds this data to leaderboards on your office screens, so you and your staff can watch and offer instant positive feedback as employees meet their goal.



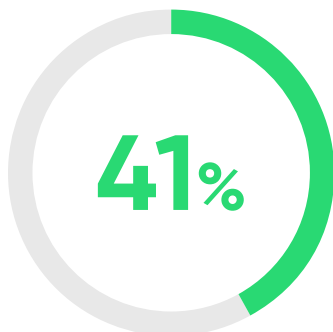
69%  
of employees say they'd work harder if they felt more appreciated.



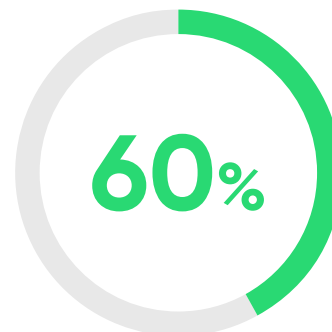
63%  
of employees who are recognized for their work say it's very unlikely they'll leave their job.



82%  
of workers say that recognition is a vital part of their happiness at work.



41%  
of companies with active recognition programs have seen an improvement in customer satisfaction.



60%  
of employees say they're more motivated by recognition than monetary incentives.

## SHOW THEM SUPPORT IN BRICK-AND-MORTAR ENVIRONMENTS

What about our “deskless” employees, like those working in hospitality and retail? Unfortunately, employee turnover is extremely high in these customer-facing industries. Finding quality employees who want to stay long-term is a challenge in this age of burnout. But there are actionable ways we can keep these employees engaged and inspired, reducing costly turnover in the process.

Brick-and-mortar companies looking to improve communication with their workers, driving them to better performance—and customer service—see a real benefit with Raydiant. Between [back-of-house digital screens](#) that let you push important messages to employees as they work, to [powerful performance-boosting gamification](#), to a convenient mobile app that keeps them informed wherever they are, you have multiple touchpoints for engaging with your staff. It’s a system designed to reach on-the-go workers who don’t have the time—or setup—to keep up with company communications in the same way as desk employees. With at-a-glance signage and phone notifications, they can stay in the know with the latest news—from recently 86ed menu items to the rewards points they accrued in the latest workplace challenge.

### Keep them up to date with back-of-house signage

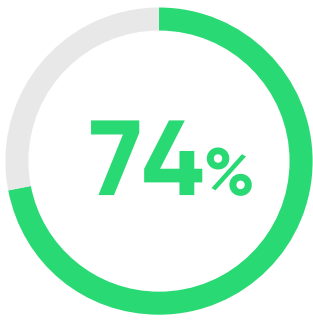
Post key information, reminders, and company announcements on any—or every—screen, across one or multiple locations. Our digital signage solution lets you broadcast your message wherever you want it to go—whether that’s the TV in the breakroom, the display on your shop floor, or the screen in your restaurant kitchen. And, with Raydiant’s web-based platform, you can manage your screens whether you’re at work, at home, on the beach, or on the road.

### Connect while on the go with mobile messaging

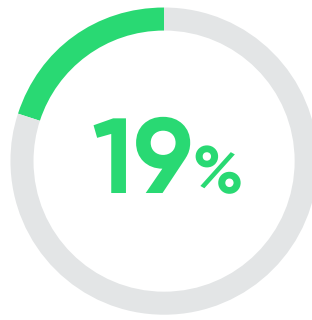
Your staff doesn’t have time to stop—so bring your message to them with our mobile app, which lets you send notifications straight to their smartphone. Everything from the safety protocol reminders to new products and services to whose birthday it is can be shared instantly, in a way workers are used to connecting—instant messaging. With Raydiant’s mobile app, you can send messages, images, and videos to share important information or simply share a laugh or word of motivation.

### Make it interesting with games and rewards

Just like in the office, Hoopla games motivate brick-and-mortar workers to reach sales and performance goals, offering incentives along the way. As frontline workers who welcome and help customers, employees in the hospitality and retail industry are the face of your brand. They’re also suffering burnout at a record rate. Replenish their energy with Hoopla games, proven to activate their sense of fun and community. Acknowledge their wins with Hoopla’s rewards program, which offers points that can be accrued and exchanged for real-world prizes.



Annual turnover rate in the hospitality industry.



Companies with highly engaged employees can improve operating income by **19.2% in a 12-month period.**



Businesses that offer incentive programs to their employees note a **14% higher productivity rate** over those that don't.



Brands with highly engaged employees have 2x more customer loyalty.



Employee turnover costs the hospitality industry

**\$5,864 per lost employee.**

## INVEST IN YOUR EMPLOYEES' HAPPINESS TODAY

The correlation between employee and customer experience is clear. Content employees provide more knowledgeable service, and do it with the contagious smile that brings customers back in your door. Happy workers serve as the positive face of your company, and they're far more willing to go the extra mile because they feel cared for. Investing in employee happiness is a no-brainer, both brand and ROI-wise. To learn how to do so with Raydiant's employee motivation and workplace communication tools, book a demo today.

## ABOUT RAYDIANT

Raydiant's Experience Management Platform enables organizations to build strong, long-lasting relationships with their employees and customers by helping them create memorable, interactive experiences both in-location and in the workplace. Our easy-to-use, plug-and-play, cloud-based solution empowers our customers to create, manage, and scale experiences across 1 or 100,000 locations anytime, anywhere.

To learn more about Raydiant, visit us at [www.raydiant.com](http://www.raydiant.com)