

Engaging Employees in Developing a CX Culture

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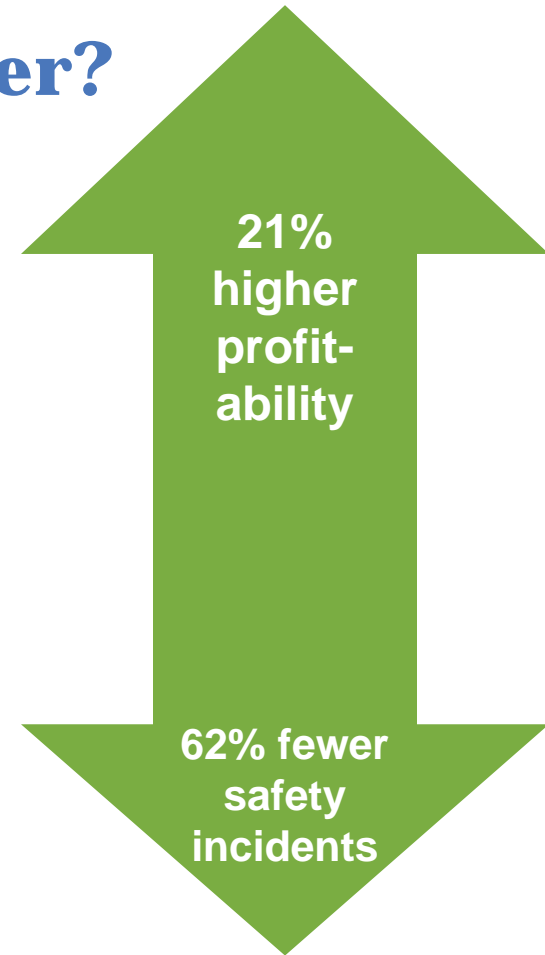
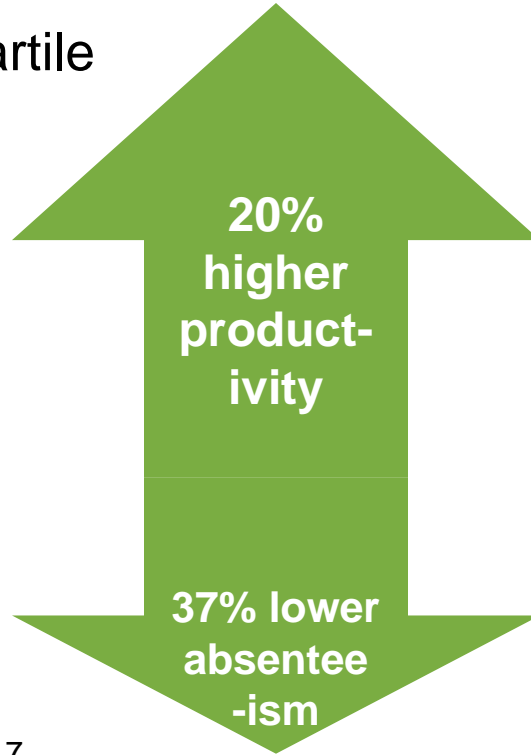


E Source

Summit for the Tennessee Valley

Does employee engagement matter?

Organizations with top-quartile engagement scores have:



Sources:

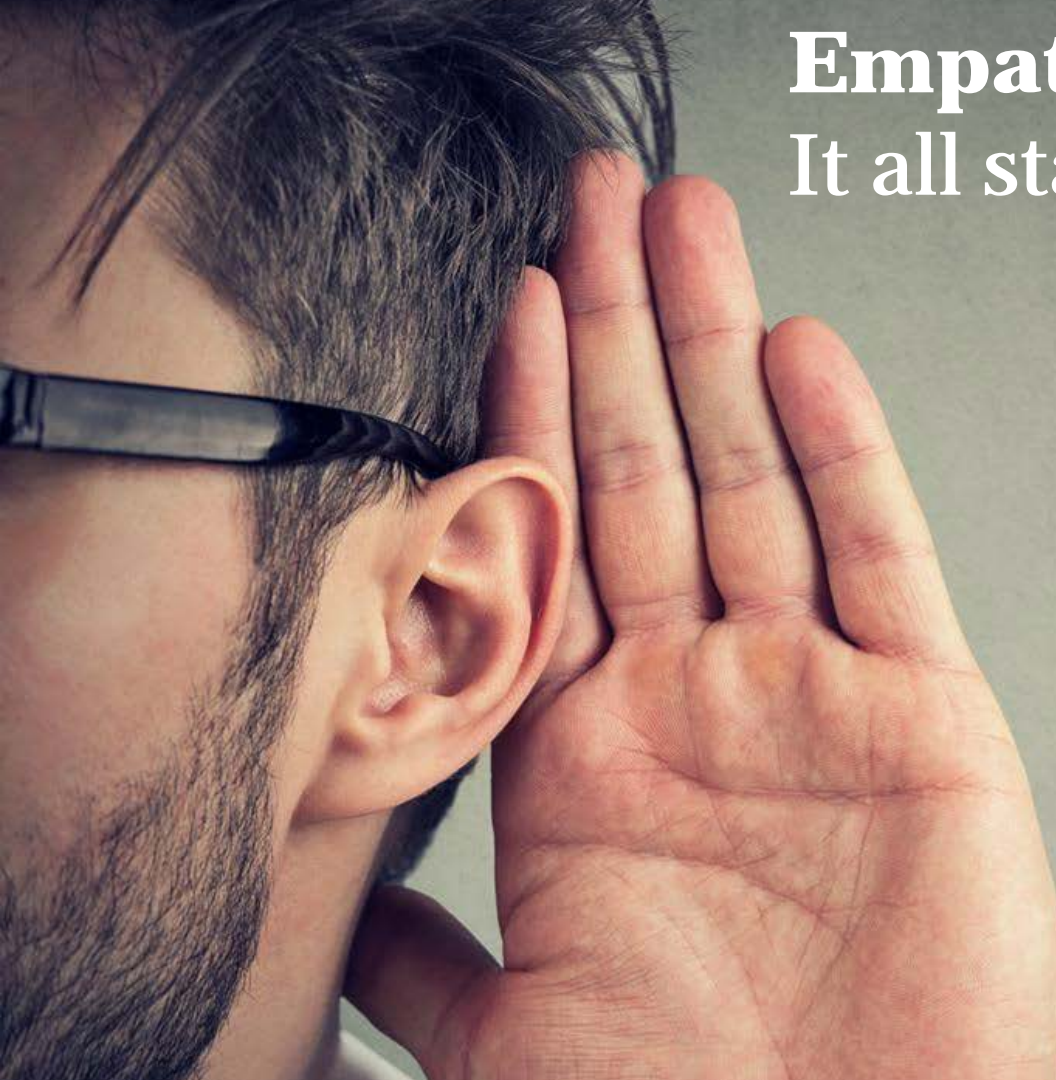
Gallup Q12 meta-analysis 2016

Gallup State of the American Workplace 2017

The 6 E's of Employee Engagement



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Empathize:

It all starts with listening

“Listening is a reciprocal process—we become more attentive to others if they have attended to us.”

—Margaret Wheatley

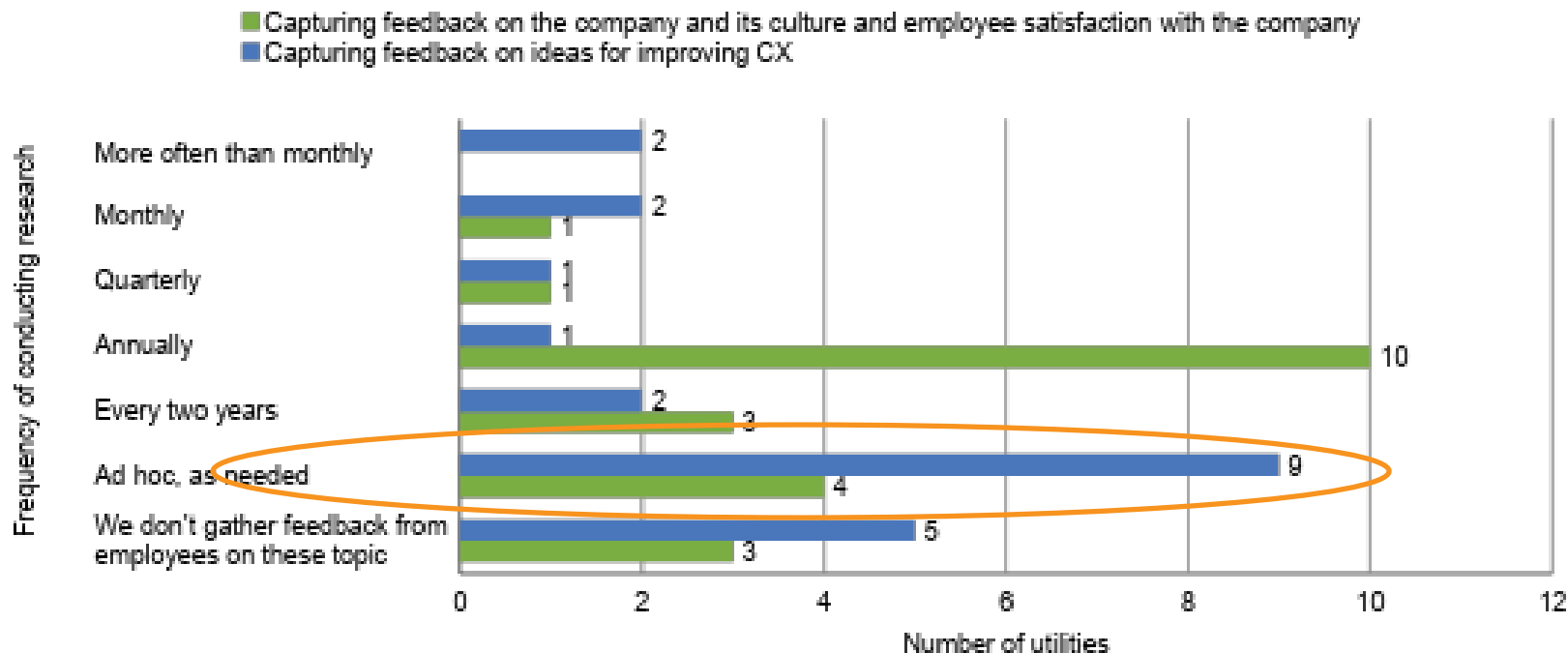
Goals of employee empathy

- View the world through *your employees'* eyes
- Observe and understand *without judgement*
- Gain insights about unmet or underserved needs
- Find inspiration for new ways to meet employee needs

Oxford Properties

o|x|f|o|r|d

Most utilities gather employee feedback about CX improvements on an ad hoc basis



Base: n = 22 utilities. **Question S2_4:** How often does your organization conduct research to gather feedback from its employees on the company and its culture, their satisfaction with the company, and ideas for improving CX?

© E Source (2018 CX Survey)

An aerial view of a city, likely San Francisco, with a blue overlay. White, glowing network lines connect various points across the city, symbolizing connectivity and data flow. The text is centered within a white rectangular border.

**How might we listen to
understand employee
perspectives on CX?**

Engage:

“People only support what they create.”



MultiChoice Pty Ltd



#ninety-nine

MULTICHOICE

ENRICHING LIVES

An aerial view of a city with a network of white lines connecting various points, symbolizing a global or interconnected system. The lines are overlaid on a blue-tinted image of a city skyline.

**How might we enroll and
involve *all* employees in
improving CX?**

Educate:

Why is CX important to our utility now?

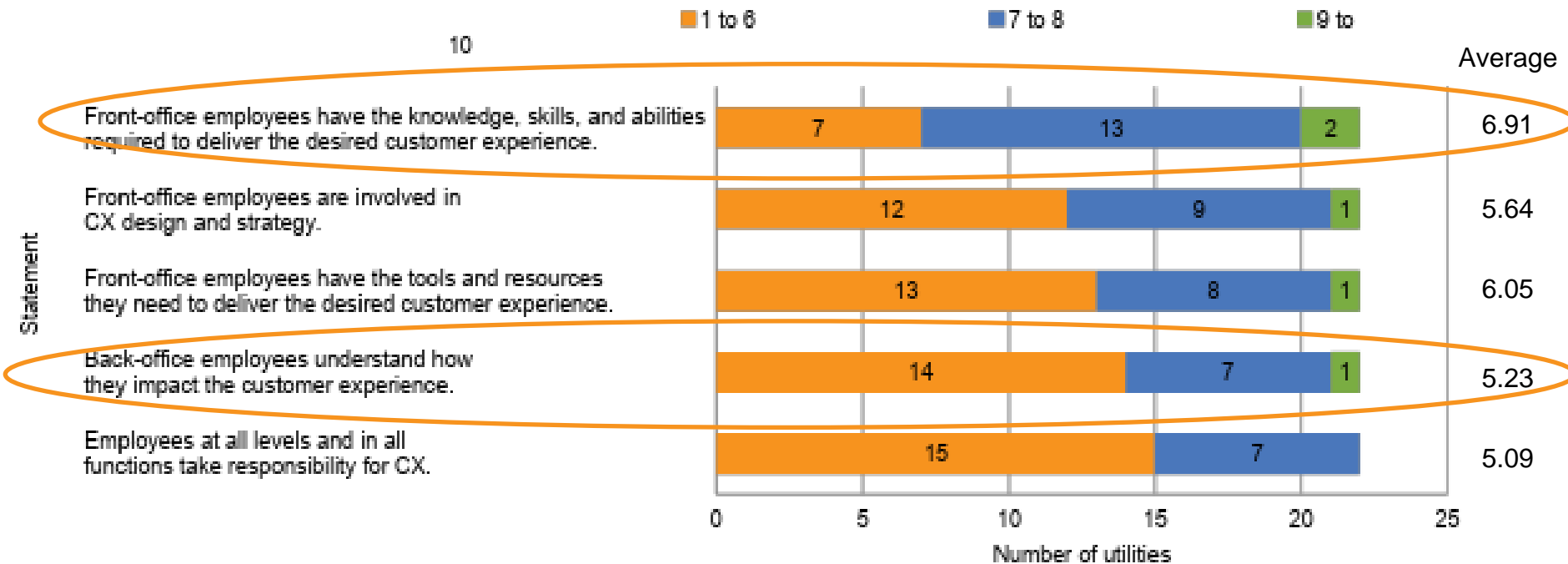
Who are our customers?

What do they need from us?

How does my work impact the customer?

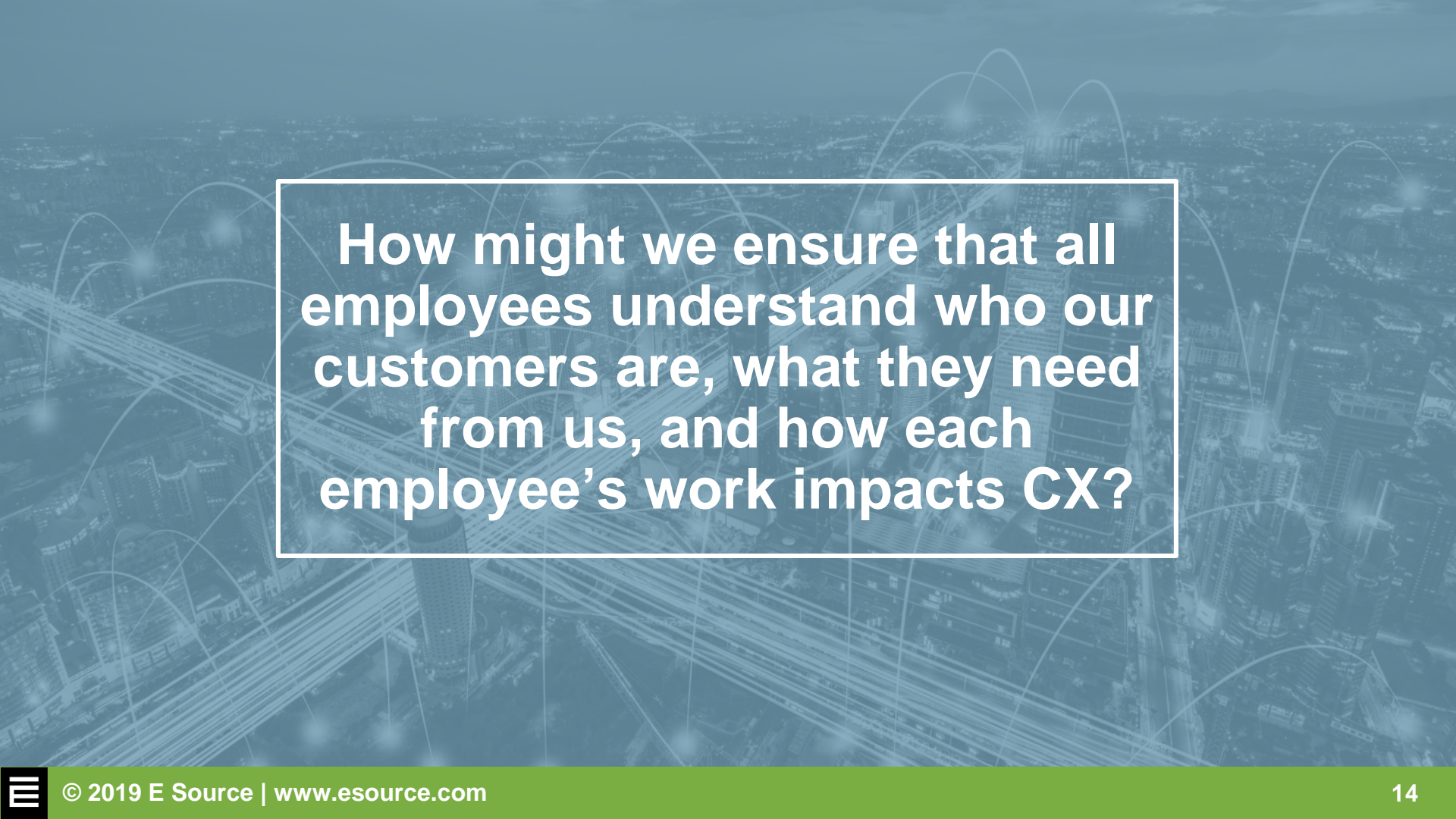


Employees don't know what they need to know



Base: n = 22 utilities. **Question S1_6b:** Using a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements about CX management at your organization?

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An aerial view of a city with a network of glowing white lines connecting various points, symbolizing a global or digital network. The lines are semi-transparent and overlap, creating a sense of connectivity. The city below is in shades of blue and green, with buildings and roads visible.

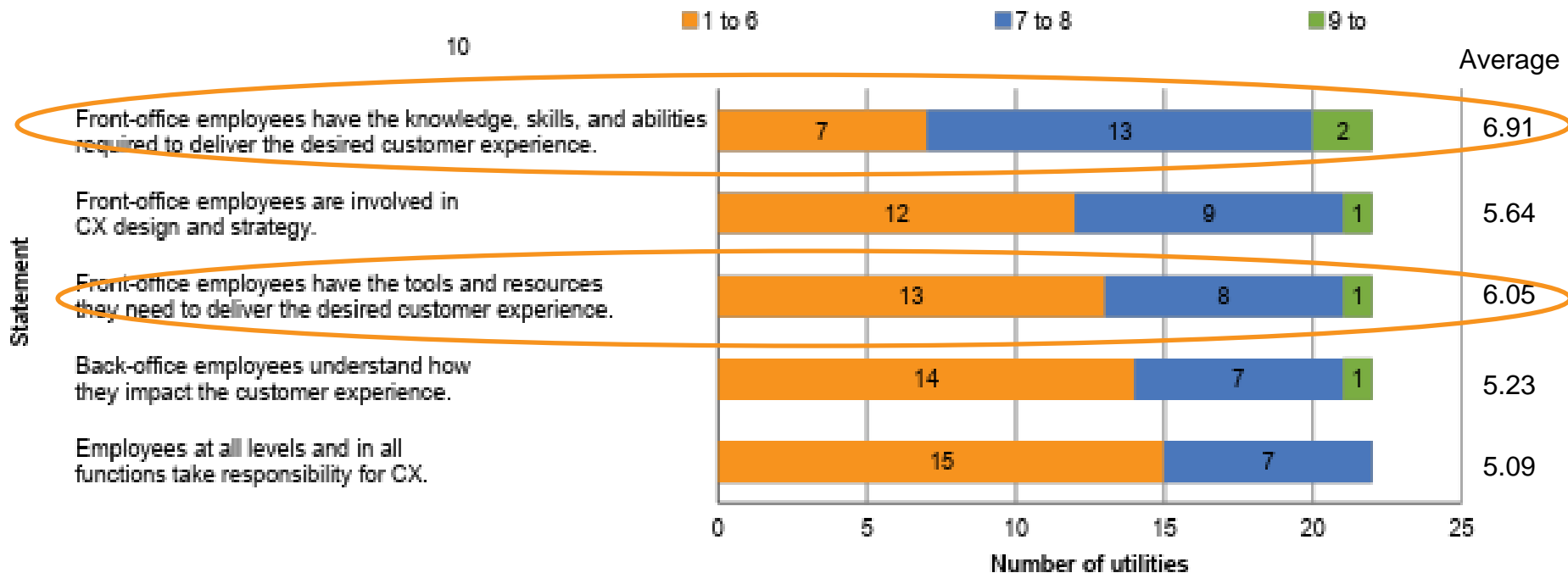
How might we ensure that all employees understand who our customers are, what they need from us, and how each employee's work impacts CX?

Enable:

Do employees have the knowledge, skills, tools, and resources they need?



Employees don't have what they need



Base: n = 22 utilities. **Question S1_6b:** Using a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements about CX management at your organization?

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An aerial view of a city, likely San Francisco, with a blue tint. Overlaid on the city are numerous white, glowing arcs that represent a network or data flow, connecting various points across the urban landscape.

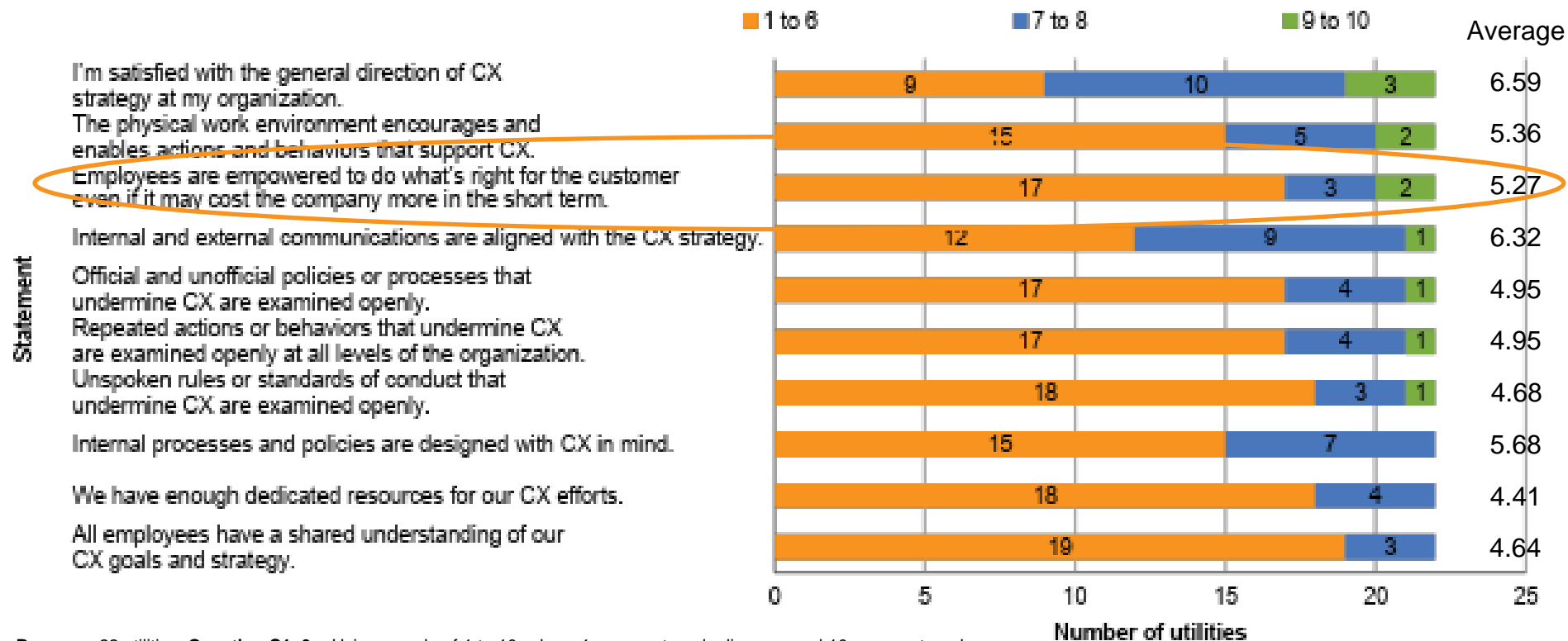
**How might we equip and
enable employees to
deliver our desired CX?**

Empower:

Are policies and processes helping or hurting?



Employees aren't empowered



Base: n = 22 utilities. **Question S1_6c:** Using a scale of 1 to 10, where 1 means strongly disagree and 10 means strongly agree, how strongly do you agree or disagree with the following statements about CX management at your organization?

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An aerial view of a city with a blue overlay. White, glowing lines arc across the sky, connecting various points, symbolizing a network or data flow. The city below is dense with buildings and infrastructure.

**How might we remove
obstacles that prevent
employees from delivering
our desired CX?**


Embrace: Reward what you want repeated



Effective employee recognition

- Frequent
- Timely
- Specific
- Relevant
- Personally significant



An aerial view of a city, likely San Francisco, with a blue overlay. White, glowing network lines connect various points across the cityscape, symbolizing connectivity and technology.

**How might we recognize
and reinforce customer-
centered mind-sets,
attitudes, behaviors,
and outcomes?**

Thank you! Questions?



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