

Understand the Value of EX

GREAT EXPECTATIONS:

Delivering Extraordinary
Experiences for
Employees and
Customers

Enter



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Why Quality Employee Experiences **MATTER**

Delivering Quality Experiences.
Optimizing Employee Expectations.
It's Worth its Weight in Gold.

The world of work is in the midst of a major transition. Many factors, including generational shifts, the expansion of social media influence, and (most notably) the pandemic, have changed expectations for customer experience (CX).

Since the customer and employee relationship is reciprocal, their experiences feed into each other, linking the two. Managing these experiences well requires organizations to build a culture where everyone embraces the same values. Employees who feel valued and appreciated are more likely to enjoy their work, have a long-term career at your company, and perform better, which carries over to your customers.



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Happy Employees Do a Better Job of:

- Representing your company
- Troubleshooting customer issues
- Cultivating new leads
- Managing and maintaining relationships

But it Depends on:

- Clear, consistent, and positive leadership
- Good relationships with co-workers
- Recognition and feeling valued
- An inspiring and supportive work culture
- Great digital and physical working environments

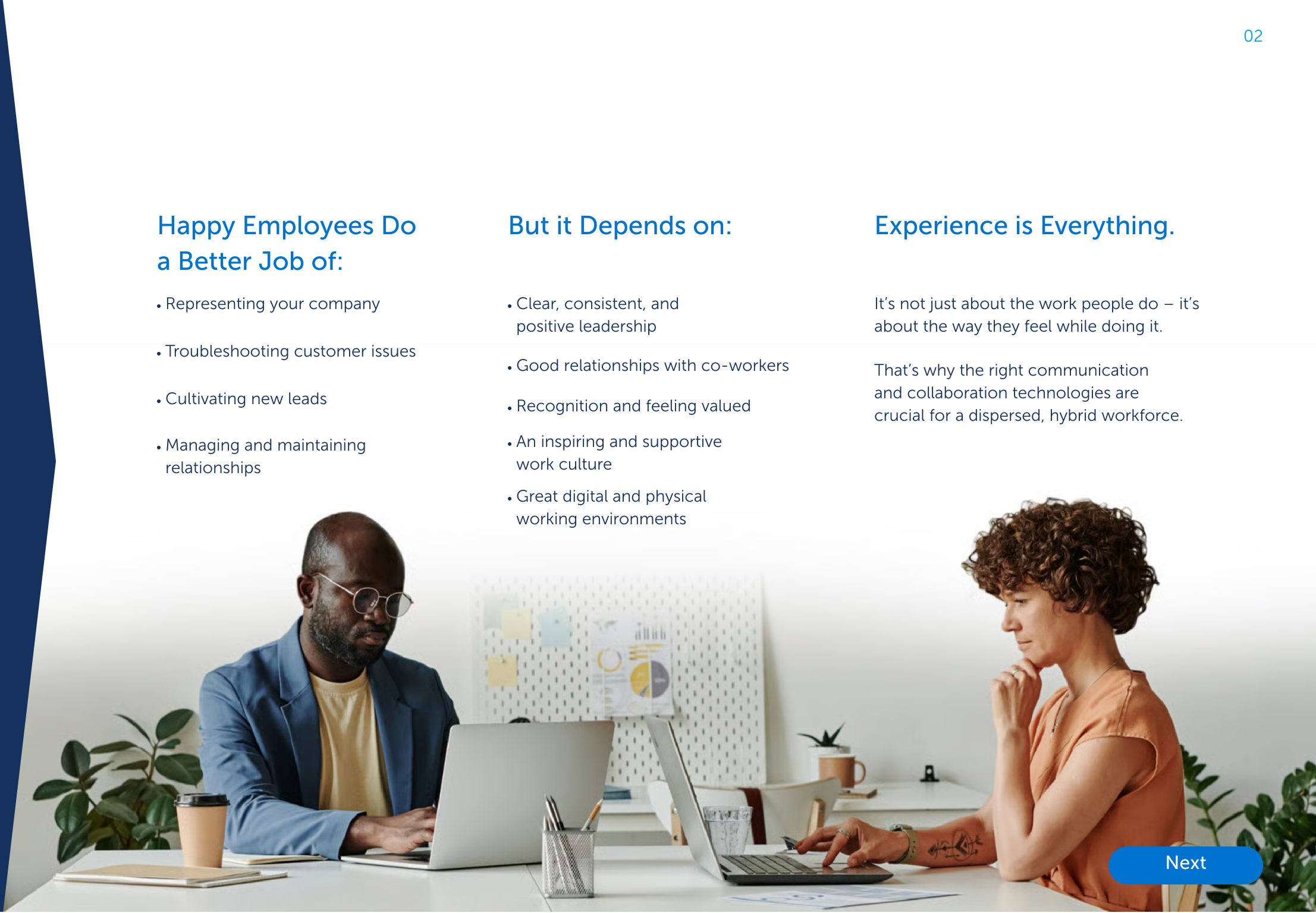
Experience is Everything.

It's not just about the work people do – it's about the way they feel while doing it.

That's why the right communication and collaboration technologies are crucial for a dispersed, hybrid workforce.

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What this means for you:

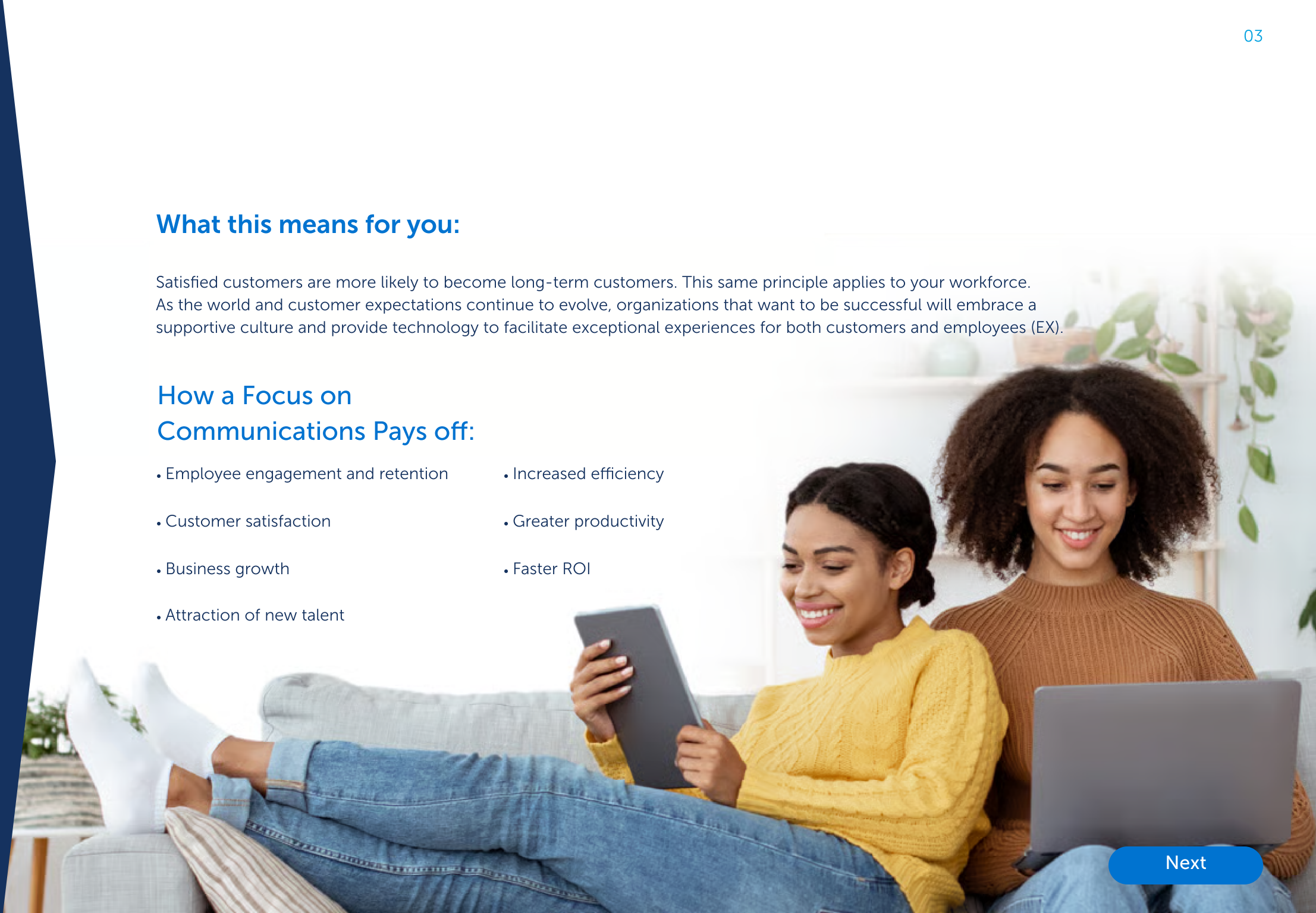
Satisfied customers are more likely to become long-term customers. This same principle applies to your workforce. As the world and customer expectations continue to evolve, organizations that want to be successful will embrace a supportive culture and provide technology to facilitate exceptional experiences for both customers and employees (EX).

How a Focus on Communications Pays off:

- Employee engagement and retention
- Customer satisfaction
- Business growth
- Attraction of new talent
- Increased efficiency
- Greater productivity
- Faster ROI

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The Challenge to *CREATING OPTIMAL EX*

EX is in an evolutionary phase: Yes, the pandemic has driven HR and IT teams to collaborate on crafting a flexible and engaging employee experience. BUT – employees are still struggling to work across siloed departments, applications, and technologies.

DOES ANY OF THIS SOUND FAMILIAR?

Poor Integration

Technology fails to mesh with existing systems, necessitating inefficient work arounds.

Lack of Streamlined Operations

Technology fails to mesh with existing systems, necessitating inefficient work arounds.

App Overload

A different app for every task, forcing employees to constantly monitor multiple platforms and cross-reference non-aggregated data.

Disconnected Transitions

Shifts from physical to virtual and back that feel disjointed and cause delays and confusion during work processes.

Insufficient Support

Rigid models that fail to deliver flexible work support for a geographically dispersed and/or hybrid workforce.

Conflicting Communications

Lack of consistent direction, leading to an overall disorganized approach and leaves employees chasing their tails to keep up with differing directives.

To keep pace with changing expectations, organizations need clearer ownership and stronger governance around their EX strategy.

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ANOTHER IMPORTANT FACTOR: Digital and Real-World Interfaces

From home to office and everywhere in between, post-pandemic life is a mix of virtual and face-to-face experiences. With the demand for flexible schedules and hybrid work models, employers must provide the right tools.

That means streamlining your technology stack so your employees can maximize both the productivity of their own workflows and their engagement with customers. This is how you'll achieve a reliable, seamless transition between face-to-face and digital interactions to facilitate consistent experiences that match your company's promises, both to your customers and to your staff.

How easy is it for your people to reach each other across different departments and time zones? When a customer has a particular inquiry, can any staff member quickly and easily route it to the right person to get an answer? Can your brick-and-mortar employees easily navigate your online resources to answer questions from face-to-face customers?

The ability to conveniently and confidently move between digital and real-world is vital to providing both your employees and your customers with a satisfying experience. And with new employment options becoming available every day, you need to offer EX that makes work processes intuitive and satisfying.

DOES YOUR TECHNOLOGY DO THAT?

Remember:



of customer interactions
require staff collaboration
across divisions ¹



of customers expect
consistency across all
departments ¹

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now... What Does Exceptional EX and CX Look Like?

Successful organizations deliver digital consumer experiences that provide context, collaboration, and control². As a key part of the reciprocal employee-customer relationship, these fundamentals are now defining employee expectations for their own digital workplace experiences:

Context

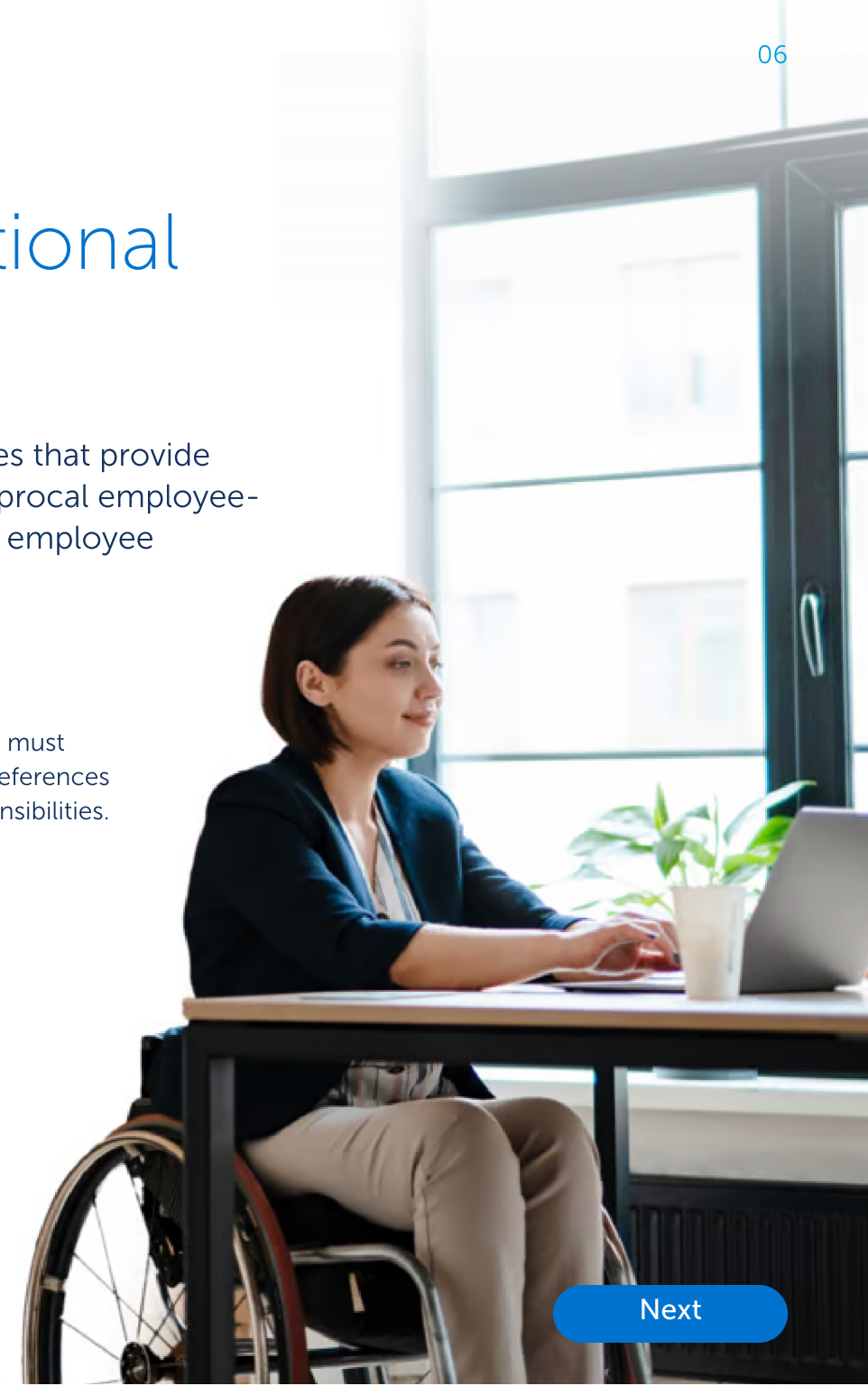
Personalized experiences should take into account individual history, preferences, and goals while supporting employees' duties and responsibilities.

Collaboration

Everyone needs to be set up for success with tools to facilitate easy and intuitive collaboration, excellent service experiences, and positive relationships.

Control

Interactions and processes must include the ability to set preferences reflecting each person's sensibilities.



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How *GET THERE* to How do you make it happen?

Agility. Autonomy. Alignment.

When context, collaboration, and control are delivered with agility, autonomy, and alignment, you have the makings of seamless, unified operations and consistent experiences for both your employees and the customers they serve.

Unified communications technology that utilizes these principles can adapt to your needs as both groups' expectations change. A consistent experience of empowerment for every individual is the way forward. And most importantly, it's all possible.

AGILITY

Every EX strategy needs the agility to respond meaningfully to changing employee needs and behaviors.

AUTONOMY

Giving employees the autonomy to undertake higher-order tasks – such as workflow creation, optimizing marketing lifecycles, and integrating data sources – through the right tools, practices, and processes is integral to enabling agility.

ALIGNMENT

Effective alignment across teams and strategic goals is vital to meaningful EX.²

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Optimize Hybrid Working

Customers and employees now engage in a radically different way. So, organizations must provide employees with the digital tools to deliver a smooth and satisfying customer experience from wherever they work. Subscription services make it happen!

These changes have created an opportunity for companies to improve productivity and collaboration by accelerating the digitization of EX. A recent S&P Global Market Intelligence survey highlighted employee experiences with tools and technologies used to complete work during the pandemic lockdown period.

How to make Hybrid Work... Work

- Reevaluate communications
- Embrace new capabilities
- Focus on improving collaboration
- Use analytics to understand productivity

Here’s what employees identified as opportunities to improve productivity:



More easily storing, finding, and sharing information



Ways to reduce common, repetitive types of work



Ways to better organize, plan, and prioritize your work



Tools optimized for working at home or ‘on the go’

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LET'S GET STARTED. Build Trust First to Secure Long-Term Loyalty

Your culture should reflect the value of your technology. To help everyone embrace it, you need training, workflows, processes, and governance to support your people so that they can do their best work. Here's how technology can help you develop trust and loyalty in your organization:

Define your values and follow through via unified communications software

The right technology can help you establish awareness and keep everyone updated on your overarching business goals, including service promises and the role each employee plays in delivering excellent CX. It can also provide additional pathways for recognizing employee dedication and longevity with clearly stated incentives and messages that build a sense of community.

Provide excellent (and convenient) resources

Whether it's rapid and efficient IT assistance with day-to-day systems processes or a dedicated HR team that supports long-term career planning, employees who have the right resources will perform better and generate happier customers. Make sure employees know where and how to access support and other resources as needed.

Ensure data privacy with thorough security measures

More data allows for more customized interactions. But for people to feel comfortable providing this information, they need to be confident it will be handled in keeping with the highest security protocols. Make sure your technology is able to keep your system secure.

To achieve longevity, ask: Do our systems make our employees feel secure and empowered?

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Continue Forward by *MODERNIZING YOUR TECHNOLOGY*

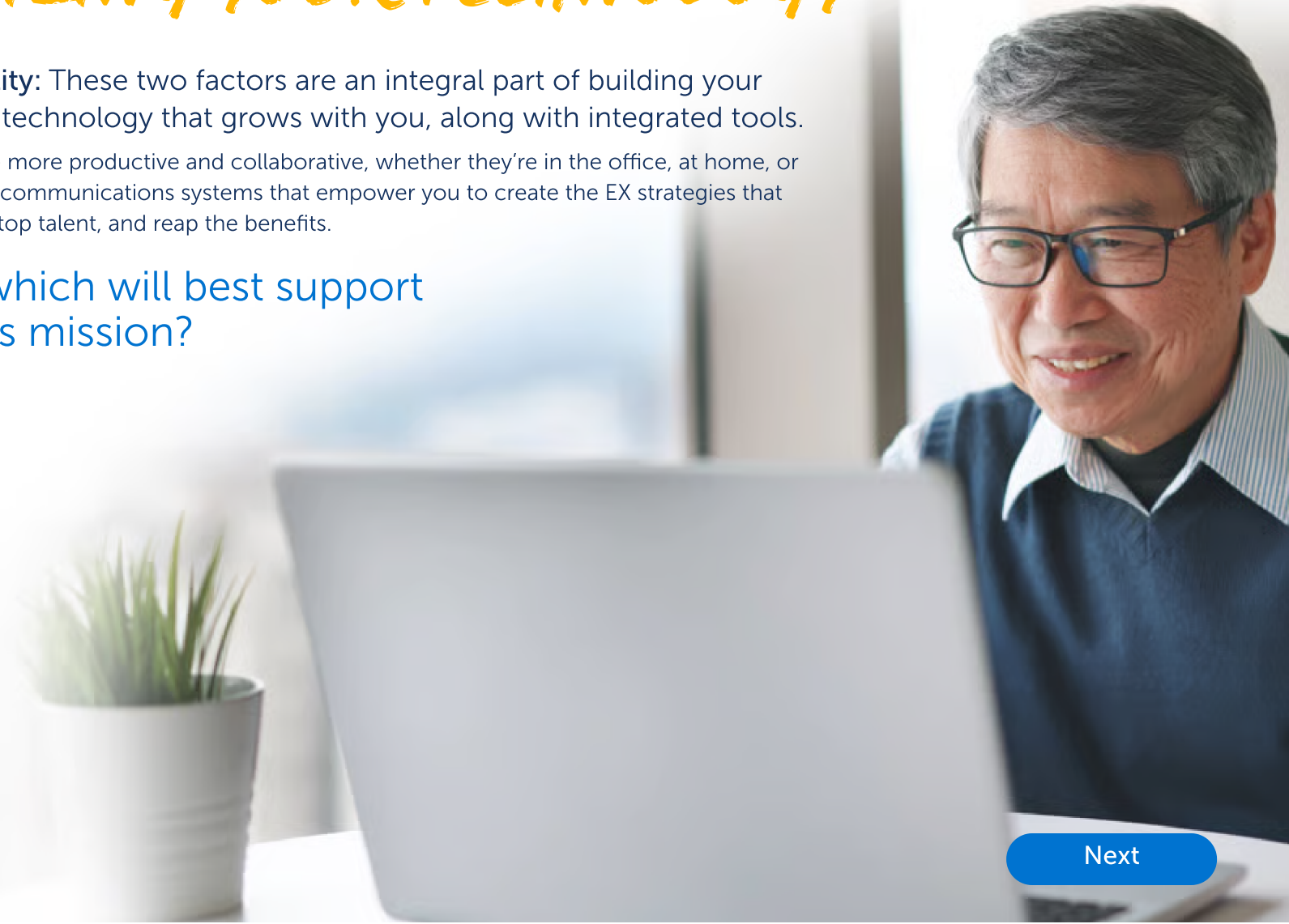
Scalability and reliability: These two factors are an integral part of building your workspace. You need technology that grows with you, along with integrated tools.

That way your teams can be more productive and collaborative, whether they're in the office, at home, or on the go. Tap into modern communications systems that empower you to create the EX strategies that support effective CX, retain top talent, and reap the benefits.

Do you know which will best support
your company's mission?

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CLOUD-BASED SERVICES

When it comes to unifying your communications, Mitel takes care of everything with public, hybrid, and private cloud options.

Selection

Plan options let you mix and match features to get the best fit for your business. With next-generation cloud solutions, you can be as involved or uninvolved as you want.

Growth

As your company evolves, your cloud package grows with you. That means no matter how big you become you don't have to worry about managing a burdensome communications infrastructure.

Cost-efficiency

Spend your money your way thanks to our consolidated pricing and mix-and-match features. Get exactly what you need, for a workable price.



SUBSCRIPTION- BASED SERVICES

Keep the control you need – whether your communications are in the cloud or on-premise.

Flexibility

Unlock new capabilities with flexible solutions allow you to choose the perfect tailored package of communication, collaboration, and customer experience features in ways that scale with your business.

Choice

With Mitel, you can choose the commercial framework that works best for you and your financials: one-time licensing, subscription, or a mix of the two.

Opportunity

Mitel helps you evolve and progress your organization with technology that allows you to adapt to changes and new opportunities sooner and with less friction.

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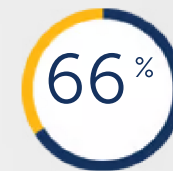
SUSTAIN by Delivering Personalized Digital

The virtual space is continuously evolving, and personalization is at the forefront of today's iteration. Both employees and customers expect ease of interaction, individualized attention, and a sense of care and concern from their online experiences.

That's why organizations have to prioritize investment in technology to support employee and customer engagement with intuitive platforms and convenient apps. Life today revolves around omnichannel experiences – people are looking for the ability to transition seamlessly from one application and device to another, for a unified experience.

We're at the point where virtual can feel like real life. With more work taking place in a digital-first space and an increasingly decentralized workforce, a reliable means of leaning in and reaching out is vital. Technology that enables easy conference calls and video chats helps everyone stay connected and get the support they need with just a click.

This trend extends: EX is tied directly to CX. With human interactions now more limited, customers have placed a higher value on the interactions they do get. Customers are increasingly sensitive to the person on the other end of the line. Equipping your employees to work in hybrid or remote settings and giving them the tools to make informed decisions at any point in the customer journey makes everyone feel empowered and better equipped for more efficient and productive work.



of customers expect companies to understand their unique needs and expectations¹

This same principle applies to employees – do you have technology that adapts to individuality?

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Mitel Equips Your Agents to **DELIVER AN EXCELLENT CUSTOMER EXPERIENCE**

With options from real-time instant messaging to team workspaces, video conferencing, and collaborative desktop sharing, Mitel will transform the way your people work.

Get ready to elevate your EX with features like:

- File sharing
- To-do creating/tracking
- Data storing/archiving by project, subject, or person
- Mirroring of conversations across all devices in real-time



68% of customers say a pleasant representative was key to their positive service experience³

Whether you're preparing for a move to the cloud or modernizing your on-premises technology through subscription, smart integrations, or software assurance, Mitel makes it simple and convenient.

How? Little things make a big difference. In today's omnichannel environment we deliver easy set-up and seamless transitions from one modality to the next. Now you can empower customers to engage with you on their terms while optimizing your workforce.

ARE YOU READY to exceed expectations?

As the world and the ways we work continue to evolve, it's more important than ever to make sure your employees have the tools they need to communicate and collaborate in ways that work best for them. Mitel and its Certified Partners can ensure you have the communications technology necessary to unlock enhanced experiences and loyalty for customers and employees alike.

Contact us today to find out how we can elevate your technology experience at www.mitel.com/contact or call 844.YES.MITEL.

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Resources:

1. <https://www.salesforce.com/resources/articles/customer-expectations/>
2. <https://www.spglobal.com/marketintelligence/en/solutions/451-research>
3. <https://business.americanexpress.com/sg/business-trends-insights/thought-leadership/american-express-global-customer-barometer-2017>

