

Turn **HR** into your company's **secret weapon**.

Why linking the employee experience to the customer experience makes all the difference.

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Want to elevate your HR strategy?

Start by helping your employees fall in love with your brand.

Why?

Because your customers' experience with your brand will rarely be better than your employees' experience with your brand.

Translation: If you want an A+ from your target customers, you better lay the groundwork to get an A+ from your employees. If you're willing to settle for a C from your employees, you better be willing to settle for a C (or worse) from your customers.

For years, we've been saying that employees make or break a business. And that has never been truer than it is today.

Employees are having a moment. They are no longer faceless workers hidden behind a flashy logo or product; instead, they are invited to be brand advocates and forge a real, human connection. Here are a few examples of companies using advertisements to showcase their employees as brand champions:

- 1** Chevy changed the typical holiday sale narrative by using their employees to promote "family pricing" and leveraging the nostalgia of the holidays with the "Welcome to the Chevy family" tagline.
- 2** GE shows employees are just as important as customers with the choice to advertise to both customers and job seekers in its clever digital industrial ad series.
- 3** Gillette differentiated itself to combat disruptive competition by showcasing their workers, factories and heritage with a focus on the value of American jobs and American-made goods.

No plans to put your workforce front and center in an ad campaign? Your employees are still representing your brand every day, for better or worse—and their voices are stronger than ever. It's not just the customer-facing employees. It's everyone who talks, tweets, posts, rants or raves about your brand.

Thriving companies view employee engagement and marketing efforts as two sides of the same brand coin. You can't have one without the other. This means prioritizing the brand experience for employees as much as customers.

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BIW Value Proposition Model



It's clear that developing your employee base into brand advocates is strategic. But brand advocates aren't easy to come by. An effective Employee Value Proposition (EVP) should clearly establish a framework of reciprocity:

What do you as an employer expect your employees to give?

What can your employees expect to get in return?

Formalizing and activating an EVP inspires advocacy within current employees while attracting and retaining the right talent suited to go the distance with your brand. And the impact on customers can't be overstated.

| | Personal Fit "As soon as I read the job description, I knew this was the job for me." | People Fit "I am a perfect fit for the team I work with" | Organizational Fit "This organization is a place for people like me." |
|----------------------------|---|--|---|
| | | | |
| Intent to Stay | 6x More likely to be committed | | 9x More likely to be committed |
| Time to Proficiency | | 3x More likely to be proficient | |
| Happiness | 9x More likely to be happy | 5x More likely to be happy | 4x More likely to be happy |

The right EVP will help you find the right talent fit for your brand to go the distance.

BIWORLDWIDE engagement study 2017.

By now, you might be thinking: We already have an EVP—we have a mission, vision and values. That's a great start—but these concepts are often mired in corporate speak and don't resonate on a personal level with employees. Your brand culture and purpose needs to be articulated in a relevant, impactful way and reinforced with every interaction, every day.

Pitfall to avoid – Companies often put too much emphasis on the 'give', what you expect from each employee, without first making an offer of value – the 'get' for each employee. Make it clear there's something in it for them—and that they're the right fit for the role. Show them they'll receive a better return on their investment with your company than with others.



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A good EVP is evident even before an employee's first day. For example, as part of our Faststart™ onboarding framework, BI WORLDWIDE equips each new employee with a success guide outlining expectations to live out the brand in their unique role and team.

The first 90 days should include career path maps and clear goal setting. Leadership development, onboarding and manager toolkits help managers understand their role as stewards of local 'lived culture' and empower them with training, tools and resources.

From Every Day to Achievement Day

An EVP doesn't exist solely on paper. It must be fully alive and sustained within your company. (We meant it when we said "every interaction, every day.") That's why it's so important to get your EVP right.

And while daily reinforcement is the foundation of a fully realized EVP, achievement days provide additional opportunities to drive home the EVP.

Recognizing and rewarding behaviors that align with your brand encourages repetition of those behaviors. And the more your team lives out your brand every day, the more customers feel the impact. (And the bottom line will feel the impact, too.)

Speaking of bottom lines, here it is: A clearly defined, fully activated EVP attracts and retains people who will serve not just as employees, but as brand advocates. These people are incredibly valuable, and they act as magnets for your target customers. If you're ready to enhance your customer experience, get ready to add value to your employee experience.

Developing and activating an EVP requires thoughtful planning and an all-hands-on-deck alignment between HR, marketing and management. But it's a worthy investment (and you don't have to do it alone). The data is clear: Those who do this well win loyalty among their best employees, along with the hearts, minds and wallets of their target customers.

COMPANIES WITH HIGHLY ENGAGED EMPLOYEES SCORE BETWEEN




HIGHER IN CUSTOMER SATISFACTION. (Glassdoor)

BIW clients see improved KPIs for customer experience including:

- ★ Higher product quality
- ★ Greater accuracy
- ★ Decreased production time
- ★ Increase in employee responsiveness

(BIW client results)


COMPANIES OUTPERFORM THOSE WHO DON'T HAVE A FORMAL EVP & EB BY



22%

IN THE STOCK MARKET. (LinkedIn)


Companies that align their EVP and CVP see **36% 5 year growth.** (LinkedIn)



2 in 3 employees will accept a lower salary if they are inspired by your brand. (Glassdoor Employee Branding Summit)

Each incremental percentage of employees who become engaged predicts **0.6% growth in sales.** (Aon Hewitt)


COMPANIES WITH STRONG, DEFINED EVPs & EMPLOYER BRANDS HAVE A



50%

DECREASE IN COST PER HIRE

83% of companies believe their employer brand perception significantly impacts their ability to hire. (Glassdoor Employee Branding Summit)



BIW clients see a boost in recruitment of applicants more closely aligned with a companies values. (BIW client results)

To learn more about how BI WORLDWIDE can help you develop, activate and sustain your employee value proposition, visit: biworldwide.com or contact us at info@biworldwide.com.

