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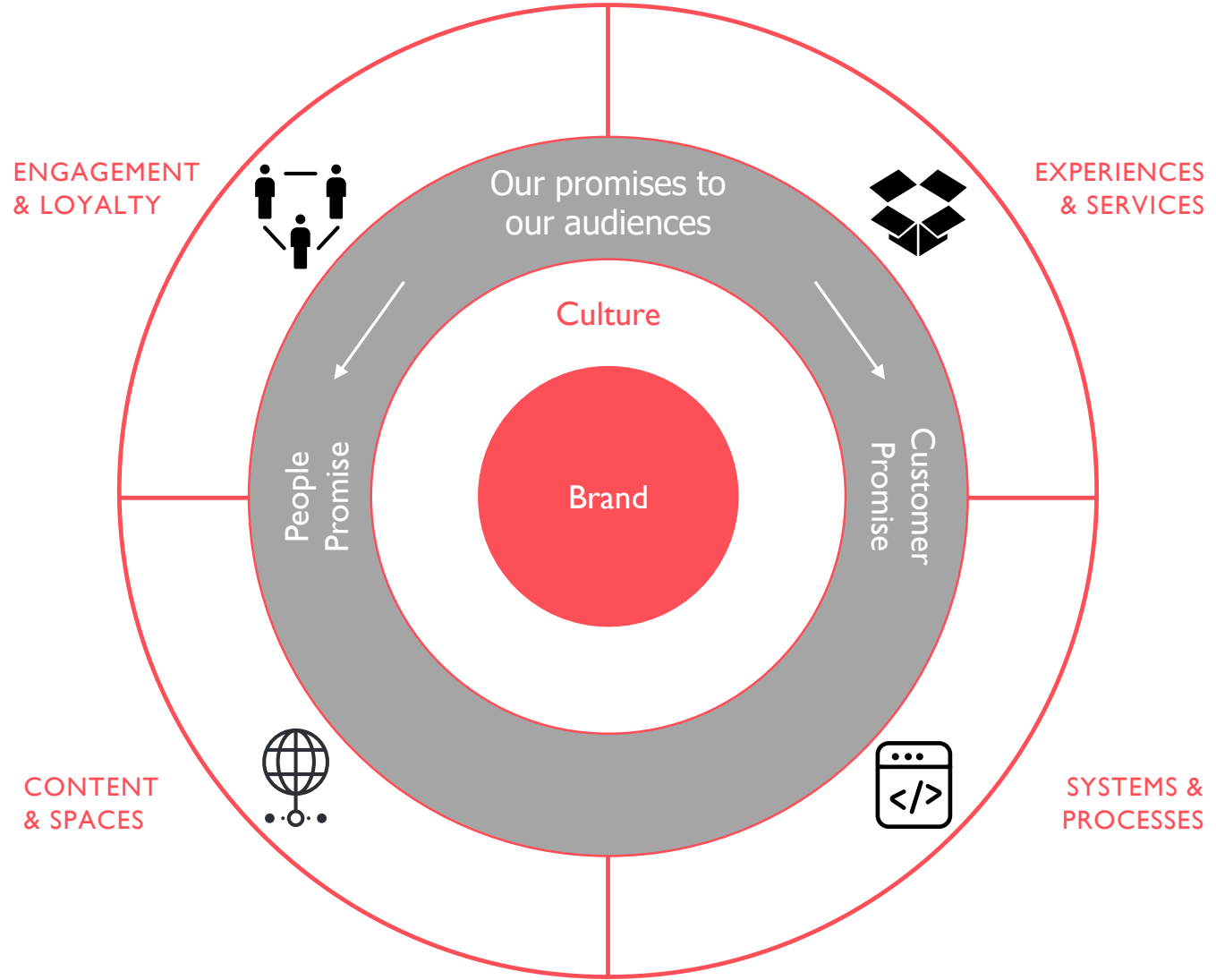
CORPORATE RESEARCH FORUM

ALIGNING YOUR EMPLOYEE EXPERIENCE WITH YOUR BRAND

HR LEADERS' FORUM: BUILDING PURPOSEFUL ORGANISATIONS



What brands stand for





Why does it matter?



Importance of consistency



TWO SIDES OF
THE SAME COIN



For discussion...

1. Which companies do you believe are doing a good job at aligning their employee experience with their brand? & why?
2. Which companies do you perceive to have a poor employee experience & brand reputation? & why?
3. Are there any common themes?
4. What examples can you think of where this alignment doesn't exist (i.e. how a company treats its employees is poor in comparison to its customers) & yet it doesn't seem to have an impact?
 - Why do you think this is so?
5. What examples can you think of where this alignment deliberately doesn't exist (i.e. there's an intentional difference between how the brand is experienced by employees vs customers)?
 - Why do you think this is so?

So many opportunities!

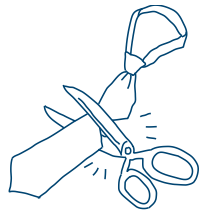
Stage	Awareness	Consideration	Decision		Delivery & Use		Loyalty & Advocacy		
CUSTOMER ACTIVITIES	Hear from friends, see offline or online ad, read from newspapers	Compare & evaluate alternatives	Add groceries to a shopping cart	Make an order	Receive or pick up on order	Contact customer service	Enjoy groceries	Order again / order more	Share experience
CUSTOMER GOALS	No goals at this point	Find the best solution to buy food	Find and select products easily, get inspired	Order effortlessly	Receive / pick up an order effortlessly and when needed	Get help if problems appear, request for refund	Have right and good quality ingredients	Repeat good customer experience	Share feelings, give feedback
TOUCHPOINTS	Word of mouth, traditional media, social media	Word of mouth, website, brick & mortar store, social media		Website, app, order confirmation email	Delivery service, packing, messages (email, SMS, phone)	Phone, email, chat	Food products, packages, other materials		Word of mouth, social media
EXPERIENCE	5 4 3 2 1 Interested, curious	Requires effort but excited	Excited	"Payment is painful"	Requires effort, happy when received	Frustrated	Satisfied	"This is easy"	"I have to share this"
BUSINESS GOAL	Increase awareness and interest	Increase number of website visitors	Increase shopping cart value & conversion rate	Increase online sales and conversion rate	Deliver on time and minimize a delivery window	Increase customer service satisfaction, minimize waiting	Make products to match expectations	Increase retention rate and order value / frequency	Turn customers to advocates, turn negative experiences to positive
KPI	Number of people reached	New website visitors	Shopping cart value, conversion rate	Online sales, conversion rate	On time delivery rate, average delivery window	Customer service success rate, waiting time	Product reviews	Retention rate, order value & frequency	Viral coefficient, customer satisfaction
ORGANISATIONAL ACTIVITIES	Create marketing campaigns and content both offline and online, PR	Create marketing campaigns and content both offline and online	Optimize grocery shopping experience	Optimize online purchase funnel, order handling	Picking & delivery	Organize customer service	Develop products & product range	Target marketing, make re-ordering easy, upselling / cross-selling	Manage feedback and social media, develop sharing / inviting chances
RESPONSIBLE	Marketing & Communications	Marketing & Communications	Online development, Customer service	Online development, Warehouse, Logistics	Warehouse, Logistics	Customer service	Product development, Purchasing	Marketing, Online development	Customer service, Online development



So many opportunities!



FREEDOM



INNOVATION



SIMPLICITY





For discussion...



6. How well aligned is your employee experience with your brand?
7. To what extent do your company values speak to your employees versus your customers?

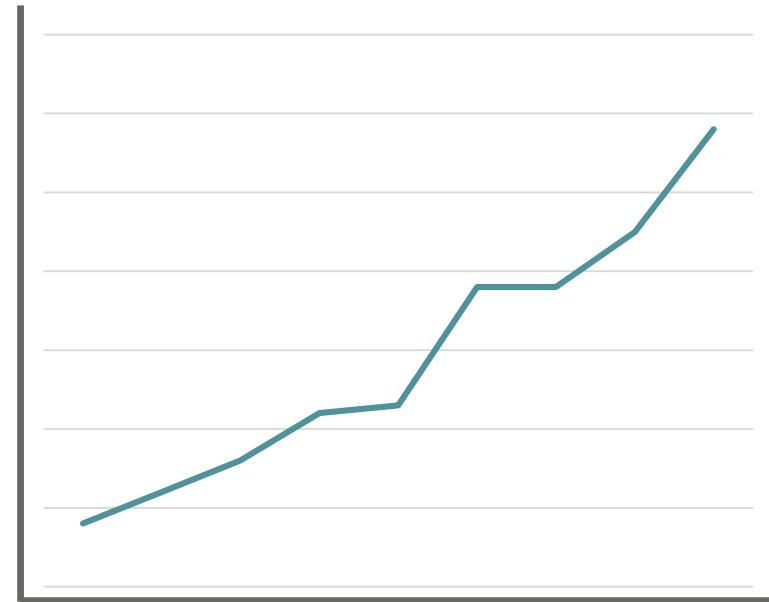
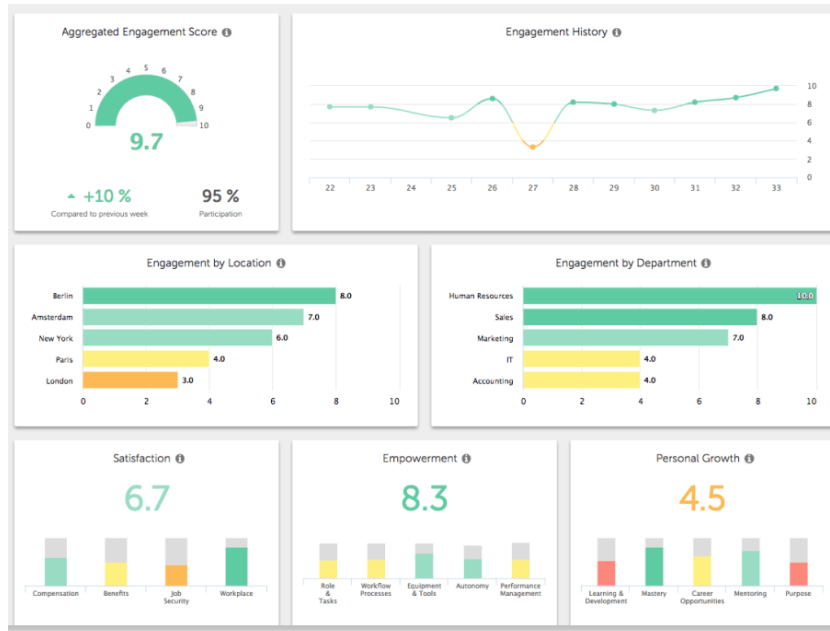


Shared ownership





Evaluating impact



Detractors

Passives

Promoters



Not At All Likely To Recommend

Extremely Likely To Recommend

NPS = % **=** % **-** %



For discussion...

8. Is the alignment of employee experience with brand relevant for organisations that are business-to-business / not consumer-facing?
9. What impact, if any, does the rise of the gig economy & portfolio careers have on the importance of aligning your employee experience with your brand?