

# FLIP THE SCRIPT: IT'S ABOUT EMPLOYEE EXPERIENCE, NOT CUSTOMER EXPERIENCE



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**CX UNRAVELED**

A photograph of two men in a bar setting. One man, seen from the back, is wearing a light blue long-sleeved shirt and is high-fiving another man. The second man, who is Black, is wearing a grey long-sleeved shirt and a dark apron, and is smiling broadly. The background shows a bar counter with various bottles and shelves.

# LAW OF CONGRUENT EXPERIENCE

The experience employees have internally mirrors the experience they provide to customers internally



# STRONGER EMPLOYEE ENGAGEMENT, STRONGER BUSINESS RESULTS

10%

Higher customer  
loyalty & engagement

18%

Increased productivity

23%

Increased profitability



# STRONGER EMPLOYEE ENGAGEMENT, LOWER BUSINESS COSTS

51%

Lower employee  
turnover

78%

Lower absenteeism





**CUSTOMERS WILL NEVER  
LOVE YOUR COMPANY  
UNLESS YOUR EMPLOYEES  
LOVE IT FIRST**

**- SIMON SINEK**



# FACTORS INFLUENCING EMPLOYEE EXPERIENCE

## Herzberg's Motivator-Hygiene Theory

**Motivator  
Factors**  
Factors that  
enhance  
satisfaction



**Hygiene  
Factors**  
Factors that  
prevent  
dissatisfaction

- Achievement
- Recognition
- Responsibility
- Advancement
- The work itself
- Interpersonal relationships

- Salary
- Company policies
- Working conditions
- Interpersonal relationships
- Job security



# HOW TO MEASURE EMPLOYEE EXPERIENCE?

## EMPLOYEE PROMOTER SCORE (ENPS)

On a scale of 0 to 10, would you recommend your department to a colleague, friend or relative?



**AND SPECIFICALLY QUALITATIVE REASONS**



# HOW TO IMPROVE EMPLOYEE EXPERIENCE?

## Address Hygiene Factors

Focus on improving basic job conditions to prevent dissatisfaction.

## Enhance Motivator Factors

Focus on enriching job roles to boost satisfaction.





# EMPLOYEE JOURNEY



 Brand/Customer Experience

 Attraction Experience

 Candidate Experience

 Welcome Experience

 Growth Experience

 Performance Experience

 Alumni Experience

## **Brand/product/customer experience**

Direct or indirect experience that prospective employees have with a brand, its values and the promises it delivers to customers/consumer.

## **Attraction experience**

Marketing and communicating an organization to connect with people who strongly align with it

## **Candidate experience**

Giving candidates a positive experience so more people recommend the company, no matter the hiring decision

## **Welcome experience**

A strong and coherent welcome experience to new colleagues to enable a smooth and seamless integration into the company

## **Growth experience**

Well-designed personal opportunities to develop skills and capabilities whilst making progress inside and outside of work.

## **Performance experience**

Recognition, reward and incentives tied to performance at individual, team and organizational levels

## **Alumni experience**

Maximizing the connection with former employees as brand champions who refer business and people to the organization





# EXAMPLE CANDIDATE EXPERIENCE

Hire for Personality

Core Values

Casting Days

- Who is Your Hero?
- Mood Board
- Blind Tasting



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# EXAMPLE CANDIDATE & WELCOME EXPERIENCE

Interviews on Skills & Culture Fit

5-week Training Program for  
EVERYONE

2-weeks on the Phone Taking Orders  
From Customers

\$3000 offer to leave the company

New Hire Graduation



**Zappos**  
.com

# EXAMPLE FROM WELCOME TO PERFORMANCE



**We're in the middle of filming.**



# KEY TAKE-OUTS

- 1. Happy employees = happy customers** – Flip the script! Start inside, before you can win outside
- 2. Employee engagement boosts business** - There are clear financial business drivers
- 3. Optimize every stage** – Map and enhance the employee journey
- 4. Measure and act** – Track employee feedback like you do for customers
- 5. Learn from others** – No need to reinvent the wheel



# CX in 2 Days

April 2 & 3 2025  
09.00 - 17.00 CET  
ATHENS

16 hours training in a small group

Hands on, personal, and fun

For all CX professionals who want to scale-up their CX knowledge and skills

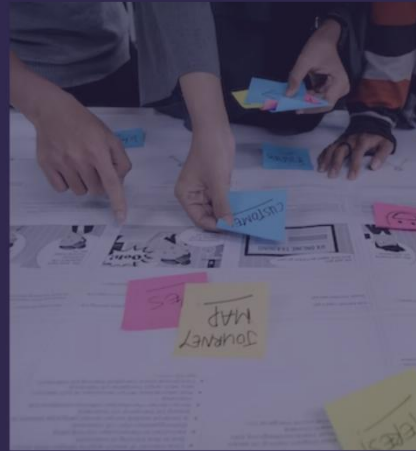
## CX IN PRACTICE

- Deep dive into the CX framework: main theory and concepts of all 6 pillars and a wide variety of best practices
- Facts, figures and how to build a business case to get others engaged in your CX-efforts
- Fill up your CX Toolbox: learn and practice with all main CX tools. Learn how to roll out your CX Strategy, improve your Voice of the Customer Program, how to run an Ideation Session, or work on your own CX KPI framework

Throughout the day you can work with your own case and immediately apply the things you've learned into your own context

## FUTURE PROOF CUSTOMER JOURNEY MAP

- Interactive exercise where you can start building or enhance your journey map
- Moving from current to your desired state



## OUR WAY OF WORKING

To ensure an optimal learning experience, the masterclass will have a personal intake to discuss your learning goals as well as a follow up coaching session in which we can further discuss on how to apply your learnings into your personal context. This 2-day Masterclass will be held at a central location in Athens. Price includes lunch, snacks & beverages

Formal CX Certification included

**PRICE € 1199** ex VAT

Do you want to scale up your CX knowledge, grow as a professional and learn how you can create better experiences within your organization?

**THEN THIS MASTERCLASS IS FOR YOU!**



# WANT TO KNOW MORE?

## CX IN 2 DAYS MASTERCLASS

## ATHENS

## 2 & 3 APRIL 2025

# Take a flyer!



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# THANK YOU!



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