



ZOHO for Enterprise

How developing higher EX standards leads to better CX outcomes

Digital Customer Experience, Q4 2021

Instead of always running after the latest CX technology, high-performing orgs have started looking inward for success.

Businesses that lead the pack in customer outcomes have discovered a simple secret for maximizing their CX capabilities: optimizing their EX (“employee experience”). The core components of EX at any business are workplace culture, workplace environment, and technology. When employees feel supported, comfortable, and well-equipped, they are able to perform high quality customer-facing work (and therefore, create better CX).

So whether you’re looking to boost sales, drive innovation, or increase customer satisfaction scores, it might be time to start thinking about good EX as a path to success. But if you think EX is limited to perks like on-site massage therapists or free beer on Fridays, it’s time to think again. Today’s EX leaders understand that creating engaged employees is about providing them opportunities for meaningful and purposeful work that fosters personal and professional growth.

Improved EX pays dividends; it’s linked to higher customer satisfaction scores, faster



Companies with high EX ratings are twice as innovative, as measured by revenue from services or products introduced in the past two years.

[Source: ZDNet, 2020]

innovation and increased revenue. And because it helps lower attrition and turnover, it can also help significantly reduce operating expenses.



Why EX should matter

When employees are happy and passionate about their jobs, customers can tell. In fact, Glassdoor's research shows that just a 1-star (out of 5) improvement in a company's rating can lead to more than a 3% improvement in CSAT and has the potential to bump stock valuations by nearly 19%.¹



Nearly 90% of execs at revenue growth leaders say that improved EX directly leads to improved CX.

[Source: ZDNet, 2020]

When someone enjoys their job, they'll be a better ambassador. And companies with high scores in both EX and CX reap the rewards, seeing 1.8x faster growth than those with low scores.² Conversely, companies with lower EX scores have higher turnover and attrition, which in turn raises operating costs.

It also makes recruitment easier. Millennial and Gen Z employees are looking for more than just a paycheck; they want their work to be as much about purpose as profit. Per LinkedIn, 86% of millennials would take a paycut to work for a company that aligns with their values.³ As consumers are flocking to ethical, values-driven companies, it's no wonder employees are doing the same.



Measuring the employee experience

The definition of "office work" has changed a lot in recent years, with things like telecommuting and flexible schedules becoming the expectation rather than the exception. But when you stop sharing a physical environment, it becomes even more important to keep an eye on employee sentiment. To tackle this, Zoho's suite of office collaboration apps offers a range of tools—such as anonymized surveys and digital town halls—designed to keep the channels of communication open between leadership and frontline employees.

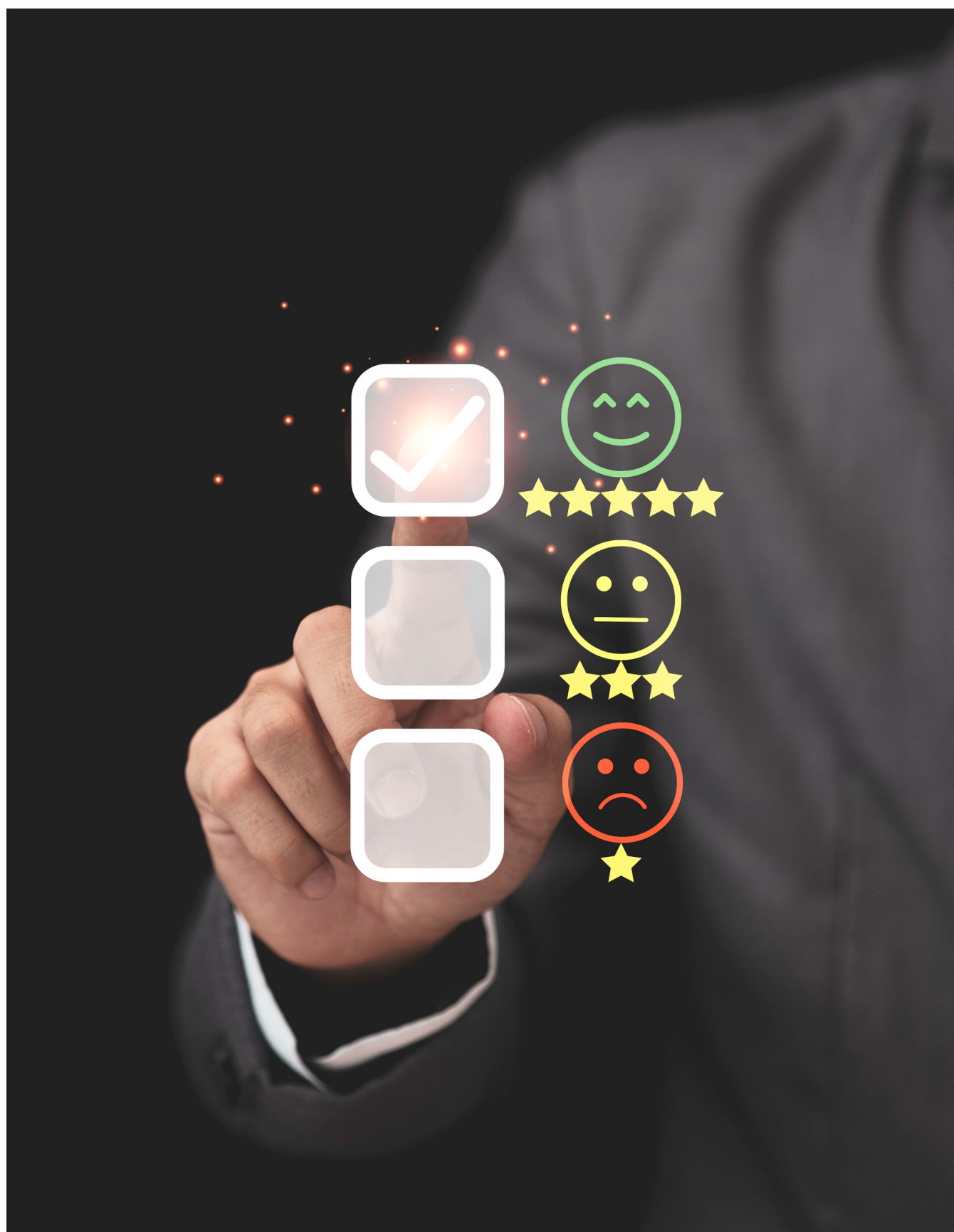
[1] Glassdoor, 2019 | [2] ZDNet, 2020

[3] LinkedIn, 2018

The elements of good EX

While strategies for improving EX aren't "one-size-fits-all," the companies that perform best in this category share a few things in common: a focus on creating strong communication channels, building digital capacity, and providing opportunities for individual growth and learning.

Working together is no longer limited by meeting in the same physical space, meaning that digital EX is more important than ever. The good news is that the tools and technology you're likely already using for better DCX can be useful for EX as well.



When employees stick around, it's usually because they feel valued, empowered, and listened to. But understanding how to do this isn't the result of one-off engagement surveys or casual conversations at an annual review. Instead, those winning the EX race bake feedback into the fabric of their culture.

Raju Vegesna, Chief Evangelist at Zoho

The future of EX

Today's EX leaders are focused on building work environments that support seamless collaboration and communication among the increasingly hybrid workforce. This requires new ways of engaging and interacting with your employees.

These engagement strategies include everything from using internal social tools (think: messaging boards, forums, AMAs, and digital town halls) to deploying unified communication platforms that let conversations move from phone, to chat, to video, to in-office—all without skipping a beat.

As more and more companies go partially (or completely) remote, the importance of EX will only increase. And whether employees are working remotely, in office, or a mix of the two, implementing EX programs and changes today can lay the foundation for a more engaged, enthusiastic workforce tomorrow.

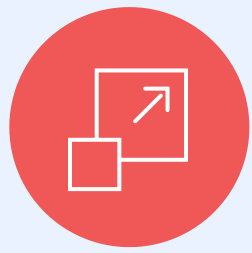


Creating new communication channels

As a global company from the get-go, Zoho has always had to find ways to keep employees working across continents connected. To meet these needs, they've built an array of tools to make digital conversations feel as seamless as face-to-face ones. Instant messaging, video meetings, and social media style profile pages enable teams and colleagues working in opposite time-zones to build close, meaningful connections.

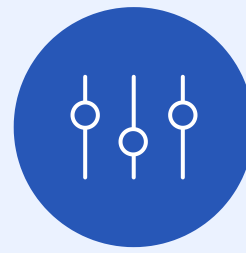
Why Zoho for Enterprise?

Proven software, customer commitment, tremendous value.



Scalability & Reliability

Zoho for Enterprise reduces the cost of infrastructure, unifies existing apps, and solves complex business problems for increased enterprise fitness, resilience, and scalability.



Customization & Extensibility

Through granular customizations and powerful in-house developer platforms, Zoho lets you orchestrate workflows, streamline data management, and deploy world-class solutions at scale.



Security & Privacy

From owning our own data centers to GDPR compliance features, Zoho enables enterprise organizations to focus on core business priorities, rather than data management.



Enterprise Services

From data migration to consultation and implementation, our team is armed with the in-depth product knowledge and industry expertise to meet your unique technical requirements.

Are you ready to transform your organization?

We're here to help. Have a 15-minute, no-obligation call with one of our **Business Architects** to get all your questions answered.

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