**Customer Experience Impacts Loyalty**

The World Insurance Report 2013 from Capgemini and Efma indicates that “nearly two in three customers are at risk of attrition with a neutral or negative customer experience.”

<http://loyalty360.org/resources/article/seventy-percent-of-insurance-customers-loyalty-at-risk-as-retention-challen>

“Best in class organizations improved customer retention, customer satisfaction and revenue per employee at twice the rate of industry average organizations.” (Aberdeen Group 2012)

Rules\_Employee\_Engagement

**Engagement has positive impact on customer experience and the bottom line:**

“Increased engagement leads to 20% increase in business performance and 87% decrease in likelihood of employee turnover” (Corporate Executive Board, Corporate Leadership Council, 2012)

“High engagement firms have total shareholder return that was 19% higher than average; low engagement organizations have total shareholder return that was 44% below average.”

One firm was able to use employee engagement data as a leading indicator in stores; engagement scores led to increase in customer satisfaction and revenue growth.”

Economics-of-Engagement-White-Paper

“Organizations with high levels of engagement (65% or greater) outperform total stock market and have total shareholder return 22% higher than average vs. companies with low engagement (Aon Hewitt 2012 Global Engagement Report) Trends\_Global\_Employee\_Engagement\_Final

“27% of best-in-class organizations are able to use data to link changes in profitability to employee engagement initiatives.” (Aberdeen Group 2012)

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**Recognition Drives Engagement:**

From Bersin & Associates 2012:

“Meaningful recognition causes increase in employee engagement and productivity by 14%”

 “The top drivers of job satisfaction worldwide are opportunities to use talents and career development. The top drivers of contribution include regular specific performance feedback and clarity of what the organization needs and why.”

BlessingWhite\_2011\_EE\_Report

“Only 17% of organizations have standardized rewards and recognition programs.” (Aberdeen Group) Analyst Insight-employee-recognition-performance