



Employee Relationship Diagnostic (ERD)

The business intelligence solution helping companies measure
and improve the health of the employee relationship



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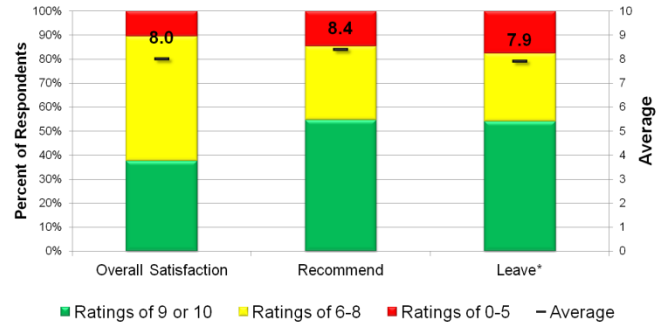
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Support your company's growth by improving the employee experience which will have a substantial impact on customer loyalty and accelerated business growth.

1. Use the ERD as *your* **employee relationship survey**
2. Improve the employee experience and increase employee loyalty
3. Drive up customer experience and customer loyalty
4. Identify improvement efforts that maximize ROI
5. Track improvement over time
6. Use employee-centric metrics in executive dashboards
7. Understand where your company ranks among other employers.



Employee-Centric Business Metrics

The ERD contains reliable, valid and useful experience and loyalty metrics to help you manage your employee relationships. These easy-to-understand metrics are excellent for executive dashboards. Including these metrics in dashboards helps ensure employee input is used in important business decisions. These metrics are:

1. **The Employee Loyalty Metric:** The ERD measures employee loyalty using three survey questions: 1) Overall satisfaction, 2) Likelihood to recommend employer to friends/colleagues and 3) Likelihood to leave employer.

2. **Employee Experience Metrics:** The ERD's employee experience metrics assess employee satisfaction across six primary areas. Some of these business areas include: senior management, focus on customer, training, and performance appraisal).

3. **Relative Performance Assessment (RPA): Competitive Benchmarking:**

Competitive benchmarking is a useful way to help you understand your relative performance compared to your competition. Using the Relative Performance Assessment, you will be able to identify how to improve your competitive advantage against other employers. Estimate your industry percentile ranking using our Employee Perception of Percentile Rank (C-PeRk) score (possible scores range from 0% (worst) to 100% (best)).



Word Cloud of Survey Responses

For more information about the Customer Relationship Diagnostic, please visit www.businessoverbroadway.com or email Bob E. Hayes, PhD at bob@businessoverbroadway.com.



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