

Employee Relationship Diagnostic (ERD)

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



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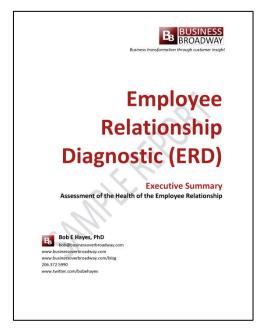
Employee Relationship Diagnostic

Loyalty leading companies understand that, to have satisfied and loyalty customers, they must ensure their employees are satisfied and loyal. A healthy employee relationship relies on you providing your employees the

tools, resources and support they need to succeed at their job. Optimizing these employee experiences ensures employees remain loyal: employees stay and employees become recruiters, attracting like-minded candidates.

The Employee Relationship Diagnostic (ERD) is a business intelligence solution that helps companies *measure* and *improve* the health of the employee relationship. The ERD will help you:

- 1. Measure critical components of the health of the employee relationship
 - Employee loyalty
 - Satisfaction with employee experience
- 2. Determine the primary causes of employee disloyalty
- 3. Select the right employee experience improvement solution(s) that will maximize ROI
- 4. Understand how your work environment compares to other employers and impacts employee loyalty



Analysis and Reporting

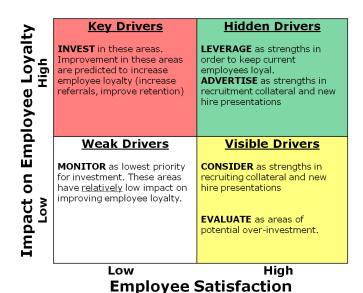
The ERD employs a web-based survey to collect employee feedback. These employee survey responses are analyzed to uncover insights that help with critical business decisions. Key employee metrics include an employee loyalty index and customer experience metrics that can be integrated into executive dashboards.

The ERD contains easy to interpret graphs that help you interpret and communicate the survey results to all constituencies.

The ERD is a culmination of 20 years of scientific research and practical experience in world class customer-centric companies.

Who Uses the ERD?

The ERD is used by Human Resources department. While the ERD measures the health of the employee relationship, Voice of Customer (VoC) professionals can use the insights of the ERD to help priorities improvement initiatives to improve the customer experience and customer loyalty.



with Work Attributes

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

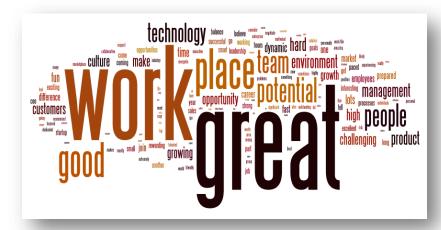
- 1. Use the ERD as your employee relationship survey
- 2. Improve the employee experience and increase employee lovalty
- Drive up customer experience and customer loyalty
- 4. Identify improvement efforts that maximize ROI
- 5. Track improvement over time
- 6. Use employee-centric metrics in executive 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.
- 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:



Word Cloud of Survey Responses

Competitive benchmarking is a useful way to help you understand your <u>relative performance compared</u> <u>to your competition</u>. 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 <u>Employee Perception of Percentile Rank (C-PeRk)</u> score (possible scores range from 0% (worst) to 100% (best)).

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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