



Video transcript

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EX and CX: A Virtuous cycle

If we think about it from the perspective of employee experience as being all the ways that employee really experiences working with an organization. And those experiences, hopefully, lead to making those employees feel very engaged in their work and giving higher discretionary effort in what they do. There's a number of studies around that will say that employees who are highly engaged, deliver much better services and experiences to clients. So highly engaged employees lead to better experiences for clients, and then those clients themselves will become highly engaged. More highly engaged clients are more loyal, they stay with companies longer. They do more business with those companies and they become advocates for those organizations. So, it becomes this virtuous cycle that starts with the experiences we deliver to our employees – driving their engagement. They in turn deliver great experiences to customers – which drives their engagement, and so on and so forth. So, it's really worth investing upfront in the employee experience, ultimately, that's a benefit to business.

The benefits of bringing both the employee experience and the client experience functions together, means that you have a holistic view of the human experience of working with an organization. Whether that role is as an employee or whether that role is as a client. Essentially what we're talking about is human behaviour and the things that matter most to different people in different circumstances. At Macquarie, we employ the same methodology of Human Centred Design, when we're thinking about the employee experience and when we think about client experience. And, again, bringing those together allows us to think about people – and the things that are going to influence their engagement.