

8 Statistics that Demonstrate the Impact your EX Has on Your CX

There are hundreds of interesting statistics on employee experience. To make things easier for you, we've extracted data from leading global reports that you should know about if you want to create an engaging company culture and good employee experience in order to have a better customer experience quality and achieve tremendous business results.



Customer satisfaction becomes a key metric for employee engagement

According to **IDC's** Market Analysis Perspective: Worldwide Employee Experience Management Strategies, 2021,



85% of respondents agree that an improved employee experience and higher employee engagement translate to a better customer experience, higher customer satisfaction, and higher revenues for their organization



62% said that there is a defined causal relationship between EX and CX and that the impact was "large" or "significant" and measurable



Over half (**58%**) indicated that customer satisfaction is a key metric in evaluating employee productivity.





Consumers' demand for improved labor practices rises

According to **Forrester's** Predictions 2022 Customer Experience Report



39% of consumers care about labor practices



40% of US consumers say concerns about companies' labor practices influence their purchase decisions



Highly engaged teams drive better business results

According **Gallup's** "The Powerful Relationship Between Employee Engagement and Team Performance" report



Developing highly engaged teams results in fewer negative outcomes, more positive outcomes and greater success for businesses.

↑ **66%** in wellbeing (net thriving employees)

↑ **23%** in profitability

↑ **18%** in productivity (sales)