



## Connecting Employee & Customer Experience

A great customer experience starts with engaged employees.

### TOP PERFORMING COMPANIES

The best companies connect employee engagement and performance directly to the customer experience (CX), and they actively manage it. Creating an environment that truly makes this happen can be difficult. That's why two of the world's leading companies in employee and customer engagement have partnered to offer an integrated solution to accelerate the creation of the employee and customer connection and to actively manage the customer experience.

### OPTIMIZING EMPLOYEE ENGAGEMENT

Employee recognition and reward programs, and an employee's connection to a company's purpose and values are key factors in driving employee engagement. Employee recognition programs let employees know when they have done well, create an atmosphere to reinforce desired behavior, and promote the visible outcome to inspire other employees. After all, employees won't often treat customers better than they are treated.

**CultureNext, a part of Maritz Motivation Solutions, connects people to purpose in support of a world-class service climate that includes feedback, rewards, and recognition programs.**

### MANAGING THE VOICE OF THE EMPLOYEE AND CUSTOMER EXPERIENCE

Optimizing the customer experience means employees will understand what customers think, feel and say. And it means feedback programs and closed loop processes will be embedded into the operational DNA of the organization. When this is done, employees will act faster to rescue faltering customers, and will better predict when a customer, or groups of customers, are liable to leave.

**MaritzCX's software platform and CX-centric services give businesses strategic customer experience insight and guidance using a software engine that turns customer feedback into a competitive advantage.**

### TWO OF THE BEST JOIN FORCES

The combination of employee rewards and recognition with customer experience programs is the best way to continually optimize the employee engagement process throughout the entire customer journey. Only CultureNext and MaritzCX provide the experience, technology, scalability and track record to achieve the high-results potential offered through this approach.

**Customer-centric companies are 3X more successful at driving significant financial improvement and customer retention than companies that are not customer centric.** CXEVOLUTION STUDY, 2015, MARITZCX

## HOLISTIC PROGRAMS

Both CultureNext and MaritzCX offer industry-leading approaches that work together to attract, retain, and motivate mission-critical workforce talent, and to manage holistic customer experience programs throughout the company for continuous and real-time improvement.

## UNMATCHED EXPERIENCE

The years of experience between MaritzCX and CultureNext are unmatched anywhere in the world, and offer a unique opportunity that can be applied to help accelerate your employee and customer programs.

**CultureNext<sup>®</sup>**  
by Maritz MOTIVATION SOLUTIONS<sup>®</sup>

**Optimizing Employee Engagement**

- Recognition programs
- CSAT rewards
- Customer to employee feedback
- Culture connections assessment
- Design labs
- Dashboard reporting
- Scalable, SaaS platform
- Millions of global rewards
- Multiple languages

**Maritz CX<sup>™</sup>**

**Managing the Voice of the Employee and Customer Experience**

- CX software & survey platform
- Voice of Employee survey and dashboard
- Reporting & analytics
- Data mining & text analytics
- Closed loop
- Case management
- 1.6M platform users
- Big data-ready
- Scalable, SaaS platform
- 72 languages

**A POWERFUL, INTEGRATED SOLUTION**

## ACCELERATE YOUR RESULTS

With CultureNext and MaritzCX you can optimize visibility, information and action at each customer touchpoint with employees in each department, creating a continuous improvement cycle that helps you retain employees and customers longer, while growing revenue faster.

To demo a product or to contact MaritzCX call

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MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit [www.maritzcx.com](http://www.maritzcx.com).**

Maritz Motivation Solutions has been a global leader in performance improvement and solutions that move business forward for over 75 years. Our CultureNext solution empowers employees to transform their organizations into amazing places to work. CultureNext provides organizations with flexible technology, tools, services and expansive rewards to help connect people worldwide to create a culture of engagement, passion and purpose. For more information, visit us at <http://go.maritzmotivation.com/culturenext>.