



Connecting Employee & Customer Experience

People drive business. We know what drives people.

TOP-PERFORMING COMPANIES

The best companies connect employee experience and performance 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.

LEVERAGING UNMATCHED EXPERTISE IN BEHAVIORAL AND DECISION SCIENCES

Happy customers come from happy employees. There is no other source. Whether they recognize it or not, every business is in the customer service business. Asking employees to treat customers better than they're treated themselves, or than they treat each other, is not a recipe for success. That's why a superior customer experience starts with a superior employee experience. To put their customers first, businesses must put their employees first.

Maritz Motivation takes a holistic approach to the employee experience, helping your business gain new insights to succeed in a digital, connected and global marketplace.

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. Maritz Motivation and MaritzCX provide the experience, technology, scalability and track record to achieve the high-results potential offered through this approach.

80% of executives rate the employee experience as important, but only 22% believe their companies are building a genuinely different one.

SOURCE: SPHERION; DELOITTE; GALLUP

HOLISTIC PROGRAMS

Both Maritz Motivation 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 Maritz Motivation are unmatched anywhere in the world, and offer a unique opportunity that can be applied to help accelerate your employee and customer programs.

Maritz MOTIVATION	Maritz CX
Optimizing Employee Engagement	Managing Customer Experience
<ul style="list-style-type: none">• Reinforce behaviors that transform culture• Attract and retain top talent• Increase productivity• Reduce turnover• Drive engagement• Demonstrate program ROI• Align culture and values• Link employee and customer experience• Connect experiences to business results	<ul style="list-style-type: none">• CX software & survey platform• 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

Maritz Motivation and MaritzCX offer a combined solution, the AgileEX Suite, that measures all aspects of the employee experience simultaneously, examining both behaviors and sentiments, providing a depth and breadth of understanding unique in the market place. The combination of these elements will help set benchmarks and maintain a continual event-based connection to your workforce right now, today—and every day.

To demo a product or to contact MaritzCX call

North America +1 385.695.2800 | maritzcx.com | Asia Pacific +61 (2) 8397 8131 | maritzcx.com/au | UK & Ireland +44 (0)1494 590 600 | maritzcx.co.uk | Germany +49 (0)40 369 833 0 | maritzcx.de

MaritzCX is customer and employee experience management for big business. We believe organizations need experience management programs that drive high value and high return. We help increase retention and lifetime value by ingraining experience-driven insight and action into the DNA of business operations. With a unique combination of software, data, and research science, deep vertical market expertise, and managed program services, only MaritzCX offers a full-service, professional approach to continuously improve experiences across an enterprise's customers, employees, prospects, and partners. **For more information, visit www.maritzcx.com.**