



WORLDWIDE ERC® WEBINARS

September 19, 2pm ET

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WORLDWIDE ERC®
WEBINARS

Adding Some **EX**-tra Oomph to Your Mobility Program by Improving the Employee Experience

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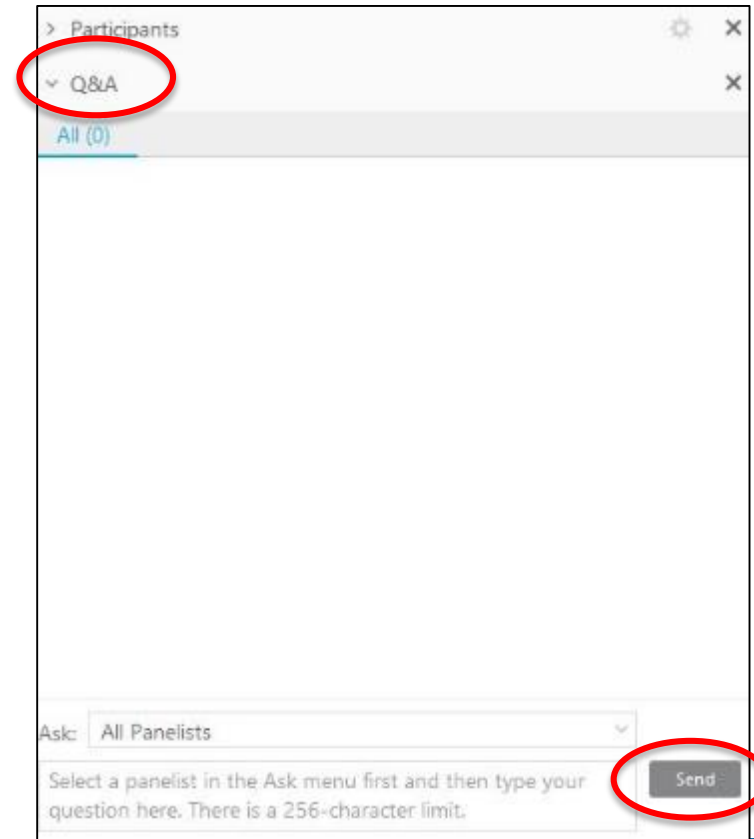
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- Submit questions through Q&A dialogue box
- Box is located in lower right corner of screen
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- Be specific
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Q&A Dialogue Box:



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Today's Presenters

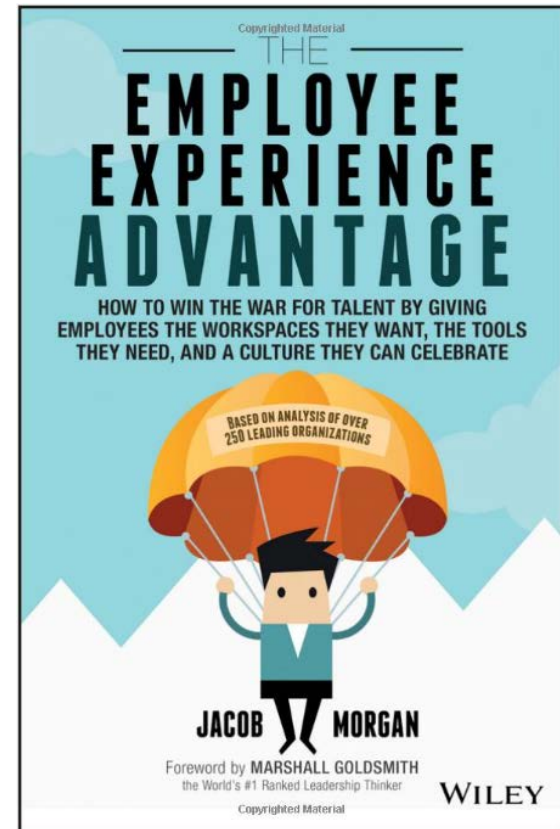
- Chris Pardo, VP Consulting and Marketing
- Susan Schneider, CEO



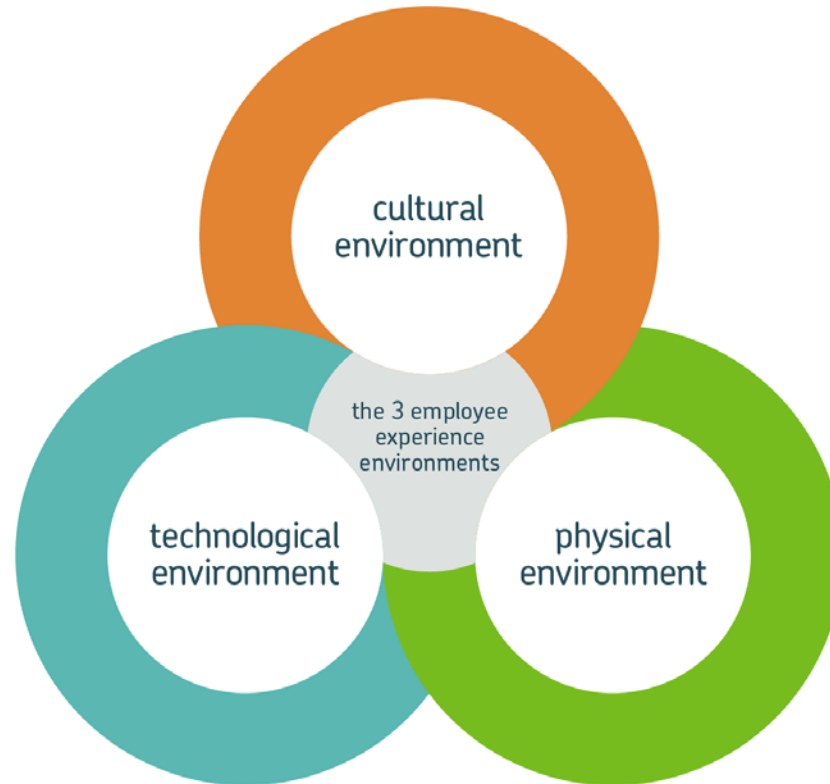
EX - It's a major trend

Organizations that invest in employee experience are more

- productive
- valuable
- attractive
- innovative
- profitable
- and they have superior stock performance



Employee experience environments



Morgan, J. (2017) *The Employee Experience Advantage*.
Hoboken, New Jersey: Wiley & Sons



Experience design



Experience design is both an art and a science.
You can design and manage every interaction
touchpoint in an integrated fashion.

You can deliver an unparalleled or
unrivalled experience, but you can't do
it from your current vantage point.



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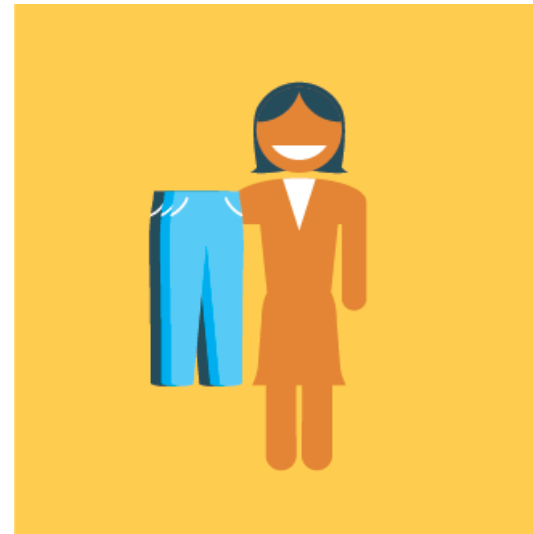


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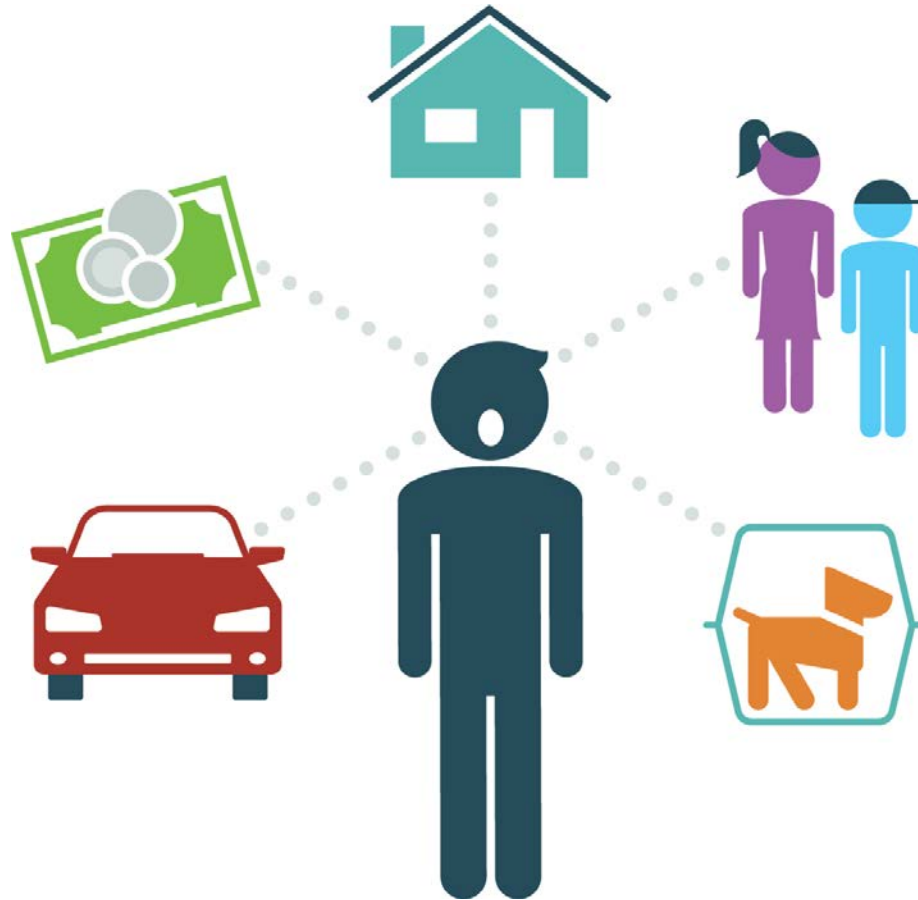
HEALTH



Forever in blue jeans



Come-to state



Understanding the customer journey



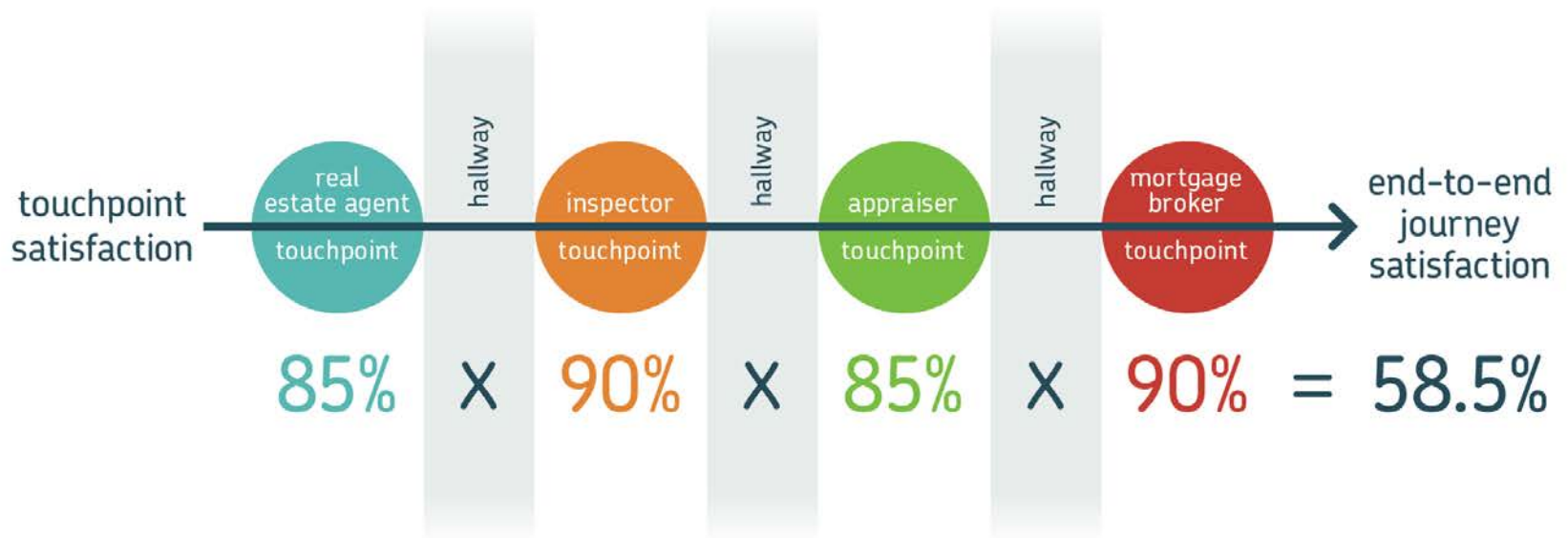
In their shoes



Touchpoints



Service vs experience



Adapted from Exhibit 2, "Customer Experience: Creating Value Through Transforming Customer Journeys" (McKinsey & Company, 2016)



Principles of behavioral psychology



sequence

- Hotels
- Cathay Pacific



segments

- Walt Disney theme parks
- Amazon



control

- Norwegian Cruise Lines
- Pizza Hut



Improving the EX



start doing

Identify simple things that you can implement to enhance the experience of the relocating employee or client.



stop doing

Evaluate your current practices. Are there things that you are doing that are not necessary or may need to be adjusted to provide a better experience?



Questions & Answers

Q
and
A



Thank you for attending!

Visit the Worldwide ERC® web site at www.worldwideERC.org, or contact Worldwide ERC® for more information on these topics. 703.842.3400

