

Bright Employee Index


Collecting Voice of the Employee feedback to drive team engagement and customer service improvement

With staff engagement driving both CSAT and productivity, improving employee engagement has continued to climb the business agenda. Being able to effectively measure and manage it to improve business performance, it can help you become more competitive in customer service, efficiency and recruiting staff.

With Bright Employee Index you can continuously monitor engagement through a simple cloud application, have the results benchmarked and get actionable recommendations on how to narrow the gap to best in class.

Bright Employee is a robust and easy solution to understanding more about your people and how engaged they are with your business. Bright will help you:

- Use an employee survey solution built especially for frontline, team-based environments
- Understand how your employees are really feeling
- Identify what best practice for your business looks like
- Know what needs to change to achieve an engaged workforce
- Mine the feedback to pin point business areas of improvement
- Make employee surveying effortless and effective
- Help you utilise the results to improve the customer experience
- Link employee engagement scores with C-SAT metrics, and get an automatic view of how they drive each other.

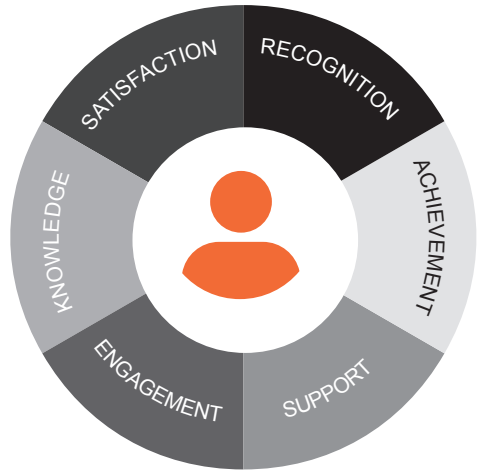


The best in the business don't rely on an annual survey, they regularly measure employee engagement

How does it work?

Customer Service Experts, Bright, measure key areas that are a stimulus for engagement including general satisfaction, recognition, achievement, support, knowledge and engagement. By surveying staff on a regular basis with a series of 3-4 questions behind each area, the volume of data enables correlations and trends to be identified.

Acting as middle-man, Bright gathers the data, guaranteeing that individual responses will not be shared with management. The data is automatically submitted into a central database where it can be analysed and benchmarked.

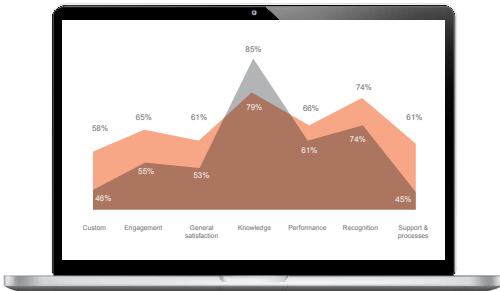


Output

Results are available immediately and are accessed in a cloud based system called Bright Navigator. This tool allows for easy reporting, text mining of free text comments and for correlation analysis.

Collect free text comments and text mine the data for trends, sentiment and common themes

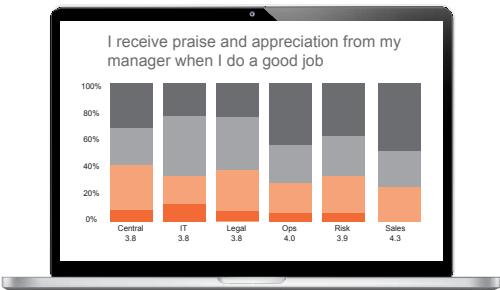
Breakdown the survey results by team and department



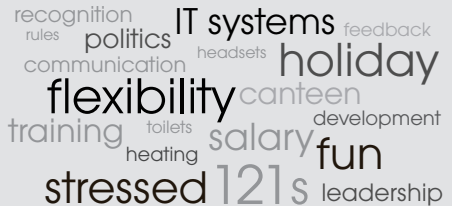
TOP 10 EMERGING TRENDS



Benchmark your company performance by peer group and cross industry



DETRACTORS ONLY



Analysis & recommendations

Bright will also prepare and present back a GAP analysis of how your results compare to the Bright benchmark, providing recommendations on how to narrow the gap to best practice.

We will share research findings on how the results relate to performance and customer satisfaction, giving a more holistic view on the results.

Why Bright Employee Index?

Combining Bright's market leading ability to collect, analyse and present feedback with its benchmarking capability, Bright Employee is an affordable and effective tool for measuring and monitoring employee engagement.

Challenge your assumptions

Who you think is most engaged and delivering the best customer service may not be who is actually delivering. For example, a large medical insurance company believed the most talkative people created the most satisfied customers, and the quiet introvert agents would treat customers less empathetically. However, after analysing the results, the introvert agents scored higher in both employee engagement and customer satisfaction.

Comprehensive evidence provided

For your business, Bright can prove that employee engagement has a direct impact on customer satisfaction by illustrating the correlation between engagement and conversion rates down to team level.

Knowledge and experience

Through years of data gathering, Bright has the information and experience needed to determine best practice employee engagement for your operation that delivers profitable results. Its consultants will give you the tools and the knowledge to achieve your goals.

Actionable

The evidence isn't enough. Drawing on Bright's knowledge and experience, you will be given a clear action plan followed by a reassessment six months later to provide an update on the results.

Drives results

Clients have cited a number of key behavioural changes following the deployment of Bright Employee including:

- Significant increase in customer satisfaction scores
- Reduced agent churn rates
- More involvement in team building activities, such as charity events
- Training is more effective

Bright Employee will help you to prioritise time, resources and money. The programme also provides insight into contact centre best practice, and enables you to better align your teams to your goals and improve performance measuring.

What Our Clients Say

Our employee engagement scores have improved from 50% to 70%+. Bright has become our trusted advisor in measuring and improving our performance.

*Customer Service and Sales Director,
Shop Direct (Littlewoods, Very, Isme)*

We met with the Bright team recently to discuss the results of the employee engagement piece, which were very promising. I love the way the results complement the customer satisfaction aspects; senior management can now see the link between the engagement of staff and customer satisfaction.

**Head of Contact Centre,
Genesis Housing**

Conducting regular pulse surveys will help you temperature check engagement during your busiest and most challenging periods

Improve
your competitive
edge through better
employee surveys
this year!

If you would like to find out more, email us at info@brightindex.co.uk or call 0208 296 1944
Contact us to find out more about pricing, how quickly we can get going or arrange for a face to face presentation of what the results would look like.

Find out more about Bright

With over 1,000 reviews of contact centre performance and millions of customer and employee satisfaction surveys delivered annually, we have identified three areas that need to be monitored continually: internal performance, employee engagement and customer satisfaction. These drive each other as well as directly affect your bottom line!

To be able to drive change it is not enough to simply measure internally, it is only when you compare externally that you see how well you are really doing. The Bright solutions cover all three areas of measuring as well as providing expert customer service consultancy to interpret the results and offer a realistic action plan for change.

BrightIndex™

Performance benchmarking

Bright Index™ gives companies the most reliable, relevant analysis and benchmarking of internal contact centre performance available. Every year up to 100 participants get 60 internal KPIs analysed and benchmarked by a senior consultant as well as receive a GAP analysis and recommendations on how to improve.

BrightEmployee™

Employee engagement measuring

Bright Employee Index™ monitors staff satisfaction, engagement and support. Not only are all areas that drive customer satisfaction measured but the factors that affect these areas, so that management get a hands-on tool to drive change.

BrightNavigator™

Customer satisfaction measuring

Bright Navigator™ provides automated post call surveys, broken down to team and agent level. Management have access to instant results and agents see their own results creating a self-developing and self-learning organisation.

BrightLink™

Intelligent Reporting

The output of all three modules is presented in real time in a user-friendly dashboard with access levels available for managers, team leaders and agents.

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