

Employee Experience (EX)

Comprehensive employee listening and conversation tools to drive employee retention and business growth

An engaged and motivated workforce positively impacts your customers and your bottom line, particularly for sectors heavily reliant on in-person service delivery such as Retail, Restaurant, Hospitality, and Consumer Services.

Despite the importance of employee engagement, many programs struggle with the following:

Lack of flexibility and ongoing listening

- ▶ Over half of EX programs only ask employees for feedback once or twice a year.
- ▶ Journey based EX solutions only capture employee sentiment at specific moments.

Difficulty getting to action

- ▶ Traditional engagement surveys fail to access the depth of feedback required to take action.
- ▶ Some teams lack the resources to identify key insights and accelerate impact.



Commercial Impact of engaged workforce:

- **4.2x higher-than-average profit**
- **40% less employee turnover**
- **Double the loyalty from customers**

*Source KPMG; The power of listening: An employee experience evolution

Disconnected CX and EX programs

- ▶ There is a lack of frontline qualitative feedback at-scale to use for service improvement initiatives.
- ▶ It is difficult to trace employee experience initiatives back to business results.

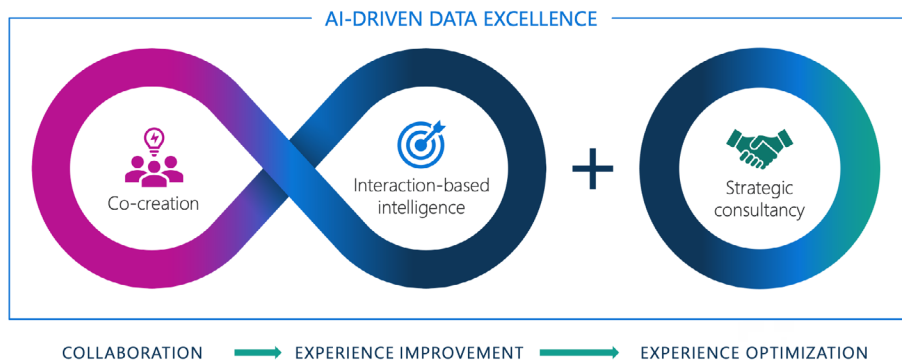
To deliver a culture that delivers world-class experiences to your customers, you need tools that equip you to build high impact improvement initiatives based on in-depth, ongoing employee feedback.

SMG uniquely combines traditional, **journey-based precision intelligence** with **co-creation communities** to optimize employee experience.



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Journey-based intelligence provides the flexibility to capture feedback at the most relevant employee journey touchpoints, offering insights down to the location level while providing all appropriate privacy and security safeguards.



Our **co-creation communities** deepen your employees' sense of well-being and commitment while unlocking new innovations and growth by empowering them with a voice to impact change.



Critical, real-time insight and intelligence gleaned through our self-serve technology is amplified by our **strategic consultancy team**. Technology alone should not be relied on to drive long-term cultural improvements and change. Our EX consultants partner with our clients to deliver action plans, strategic recommendations, and coaching to accelerate employee engagement and drive positive cultural change that will, in turn, lead to faster growth.

KEY DIFFERENTIATORS



Most complete EX solution

- ▶ Combining point in time surveys with always on communities



Experts in complex hierarchy

- ▶ Empowering every level of your organization with actions and insights



Advanced AI for accessible insights

- ▶ Instant insights from community queries, with areas of focus to deliver experience improvements



Unified Experience Management

- ▶ EX and CX in a holistic overview for deep connections and faster paths to action



Strategic consultancy to accelerate impact

- ▶ Dive deeper into your data to answer specific business questions with tailored recommendations to accelerate financial impact



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About Service Management Group

SMG delivers the future of Unified Experience Management®, empowering brands to engage customers and employees like never before. Powered by Ignite®, our AI-native platform, and the industry's only software-with-a-service (SwaS) approach, SMG provides real-time, predictive intelligence that turns BX, CX, and EX insights into action. From gathering feedback during experience design to optimizing each interaction throughout the customer journey, SMG ensures every decision is backed by data rather than guesswork. Learn more at www.smg.com.