

Let's Blur the line between employees and customers shall we?

One of the things about the whole notion of this "Thought Leadership" thing is the idea of stretching the boundaries of conventional thought.

 If it wasn't for Magellan, we might all still believe the world is flat.

(No offense to my 'Flat Earth' brethren out there. Don't hate.) ❤️

 Anyway, and back on task here, I published a white paper a couple of weeks ago on the topic of EX=CX and then I expanded that thought to EX=CX2. In that paper, I talked about how the Employee Experience can actually be positively magnified in the Customer Experience.

Now, I'm stretching that notion even further. I think we all agree that our front line customer service employees are our primary, first and often ONLY ambassador of our brand to our customers.

I know you agree, but let that actually SINK in for a moment. And then, let it SINK in a little more. Let's stay with that thought for a hot minute.

Yeah...how're you feeling now!? Deep, cleansing breaths. Deep, cleansing breaths. 

Your frontline employees are often the first and ONLY ambassadors of your brand to your customers.

Here's where it gets a little, shall we say 'blasphemous'...what if we as CX professionals treated our frontline employees as if they were customers? By that, I mean LIKE we want our customers to be treated?

Steady now. STEADY!

I know.

IMHO, since I believe that the CX is a direct outcome of the EX, it occurred to me that perhaps we should focus our energies on treating our frontline employees EXACTLY the same way that we want our customers to be treated.

Blur that line until we can't see the difference any longer. Just mash 'em together. Employeescustomers. No separation.

Treat our first, primary and often only ambassadors of our brand, just like we want our customers to be treated.

 Why should that be counter-intuitive?

And here's where it might get even tougher for us as CX Leaders: it doesn't matter if we think we treat our employees exceptionally well. It only matters how they feel about it.

If we're not measuring by way of eNPS or Pulse surveys, we're missing a huge opportunity to get the in your face, unvarnished truth of how our employees feel about us as leaders.

Why is that important? Because I believe the line between employees and customers is already completely blurred and sometimes the only ones who don't realize that is us as senior leaders.