Macorva

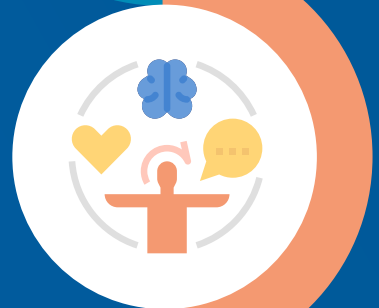# CLOSING
THE LOOP

How AI can transform
employee and customer
experience data into
actionable manager
resources

WHITE PAPER

DATA
WITHOUT
DIRECTION

In today's fast-paced business environment, companies are constantly searching for ways to improve their performance and maintain a competitive edge. One way they do this is by collecting employee and customer experience data, such as customer surveys, employee engagement surveys and 360-degree feedback. These data sources enable organizations to gain insights into employee satisfaction, engagement, and overall performance, as well as customer sentiment and experiences with the company's products and services.

However, simply collecting employee and customer experience data is not enough. To be truly effective, organizations must also be able to turn this data into actionable insights that can be used by managers to drive performance improvements in their teams.

Unfortunately, many organizations struggle with this process, leaving them with a wealth of data but no clear path forward.

HOW AI WILL
BRIDGE THE GAP
BETWEEN DATA
AND ACTION

This white paper will explore the role of artificial intelligence (AI) in closing the loop between experience data collection and action, providing managers with the tools they need to transform employee and customer experience data into valuable resources for performance management.

With AI, organizations can move beyond simply collecting data to actually putting it into operation, enabling them to make data-driven decisions that lead to better outcomes for their employees, customers, and for the company as a whole.

WHAT'S THE POINT OF ALL THIS DATA?

Employee and customer experience data includes a wide range of information, collected from various sources that provides insights into employee engagement and performance, and customer sentiment.

EMPLOYEE SURVEYS

ENGAGEMENT METRICS

DRIVERS OF ENGAGEMENT

ONBOARDING SURVEYS

EXIT INTERVIEWS

MANAGER FEEDBACK

360-DEGREE FEEDBACK

SENTIMENT ANALYSIS

CUSTOMER SURVEYS

ONLINE REVIEWS

CUSTOMER SATISFACTION

NET PROMOTER SCORE

WHAT'S THE VALUE?

The value of employee and customer experience data lies in its ability to provide organizations with insights into what is working well and what needs improvement. By identifying trends and patterns, companies can make data-driven decisions that lead to better products, happier employees, and more satisfied customers.

How experience data creates value

A software company analyzes customer reviews and discovers users find their product difficult to navigate. This information is used to make targeted improvements to the UI, ultimately leading to a better product and higher customer satisfaction.

A healthcare organization analyzes exit interview data to identify causes of employee turnover, leading to changes in management practices and benefits that improve retention.

WHAT'S THE GOAL?

What's important to remember here is that the ultimate goal is not to collect data, but to use this data to make improvements. An organization's employee and customer experience data is ultimately only as valuable as the action it inspires.

THE BUSINESS VALUE OF EMPLOYEE AND CUSTOMER EXPERIENCE DATA IS ULTIMATELY DETERMINED BY HOW BUSINESSES USE IT.

THEREFORE, THE EXPERIENCE PARADIGM MUST EVOLVE BEYOND DATA ANALYSIS TOWARD CREATING ACTIONABLE RESOURCES FROM DATA TO DRIVE CHANGE.

WHY MANAGERS CAN'T USE THIS DATA

Managers play a crucial role in closing the loop between data and action, but they often face several obstacles when it comes to effectively utilizing employee and customer experience data. These challenges include:

LACK OF SPECIFIC INFORMATION

When data is vague or generic, managers struggle to identify root causes of issues and cannot implement targeted improvements. For example, a manager might receive a report showing employee engagement has declined, but without detailed information on the specific factors driving this decline, such as inadequate training or lack of recognition, they are left with no way to solve the problem.

INACCESSIBLE DATA FORMATS

Managers are often inundated with data in confusing dashboards, making it difficult for them to identify actionable insights and create relevant resources for improvement. A sales manager might receive a complex spreadsheet of employee performance data, but without clear visualizations and summaries, they may struggle to make sense of the information and use it to guide their team's performance.

NO CONNECTION TO EMPLOYEES

Without clear connections between data and employees, managers cannot provide targeted guidance or allocate resources where they are needed most. If a restaurant manager, for example, receives feedback about slow service but cannot identify which staff members were responsible, they are unable to address the issue effectively and cannot provide coaching to the employees involved.

NO ACCESS TO RESOURCES

Many managers lack the training and expertise to analyze employee and customer experience data and develop effective action plans from it. Expertise in marketing, sales, or finance will not help a manager address feedback from their team that leadership is not communicating well, or equip them to create professional development goals based on each employee's strengths and weaknesses.

THE COST OF DATA DOING NOTHING

These challenges can lead to a situation where managers are overloaded with data but lack the tools and resources to turn this data into actionable insights, ultimately hindering their ability to drive improvements in their teams. This can actually result in higher employee turnover, lower customer satisfaction, and reduced team performance.

By addressing these challenges and providing managers with the necessary tools, resources, and training to effectively utilize employee and customer experience data, organizations can empower their managers to drive meaningful improvements and foster a culture of continuous growth and development.

WASTED RESOURCES

Collecting employee and customer experience data requires time, effort, and money for planning, implementation, data collection, and analysis. If this hard-earned data doesn't get used, these resources are effectively wasted.

DISENGAGED EMPLOYEES

Employees who share experiences expect their concerns and suggestions to be taken seriously. If the organization fails to make improvements, they will naturally feel undervalued and disengaged, ultimately leading to lower productivity, increased turnover, and higher costs.

CUSTOMER CHURN

Failing to act on customer experience data gives unresolved issues and negative experiences the power to become pervasive, damaging the organization's reputation and driving customers to competitors.

MAKING THIS DATA ACTIONABLE

To close the loop on employee and customer experience data, organizations must ensure that the data itself is actionable. This can be achieved through several strategies, which not only make the data more useful but also empower managers to address employee issues effectively. These strategies include:

BUILT-IN QUALIFICATION

By incorporating pre-populated descriptions alongside ratings, organizations can better understand and track the qualities that influence experience trends. For example, instead of just asking employees to rate their satisfaction with their work environment, a company could also provide a list of common factors (e.g., noise levels, office layout) for employees to select from, giving managers a clearer understanding of the reasons behind ratings to help them make improvements.

PERSONALIZATION

Connecting feedback to individual employees allows organizations to pinpoint where resources and training are needed and enables targeted action to close the loop. In a manufacturing plant, for instance, if a manager receives feedback that a particular employee is struggling with a specific piece of equipment, they can provide targeted training or support to help the employee improve their skills and performance.

SENTIMENT ANALYSIS

AI-powered sentiment analysis can help organizations quickly and accurately analyze large volumes of freeform comments, extracting valuable insights that can be used to drive improvements.

For example, a retail organization might use sentiment analysis to identify common themes in employee feedback, such as concerns about work-life balance or lack of growth opportunities. Armed with this information, managers can address these issues more effectively, implementing changes such as flexible scheduling or employee development programs to better support their teams.

EMPOWERING LEADERS TO ACT

By implementing these strategies, organizations can not only make employee and customer experience data more actionable, but also enable managers to more effectively address employee issues and drive improvements in their teams. This, in turn, can lead to higher employee satisfaction, better team performance, and increased overall organizational success.

CLOSING THE LOOP WITH AI
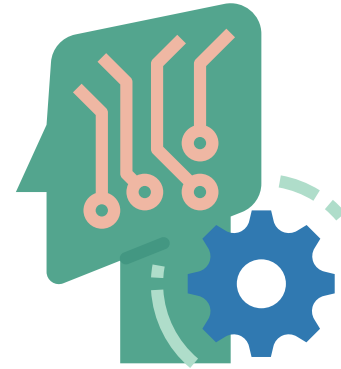
AI has the potential to revolutionize how organizations use employee and customer experience data. By analyzing feedback trends, AI can provide personalized recommendations for both employees and managers, helping them address specific issues and improve overall performance. This can be particularly valuable for businesses as it allows them to make more targeted, data-driven decisions that lead to better outcomes for employees, customers, and the organization as a whole.

PREDICT AND PREVENT TURNOVER

AI can help leaders action their employee engagement and retention data. By analyzing factors that contribute to employee engagement and turnover, AI can help managers identify teams at risk of experiencing turnover and suggest targeted interventions. This proactive approach can help managers address potential issues before they escalate, reducing turnover and associated costs.

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⭐ Magnificent manager

⭐ Active achiever

⭐ Flight risk

| Manager notes | Employee feedback | Customer feedback | Action plan |

Employee Engagement Survey Report

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Predicted turnover risk

💡 AI creation ✕

- High turnover risk in the Marketing department, given its high percentage of actively disengaged employees (10%) and the lowest engagement level (27%).
- Moderate turnover risk in the Company and Finance departments, due to their higher engagement levels and lower percentages of actively disengaged employees.

Short-term recommendations

1. Conduct focus group discussions or one-on-one meetings with employees from each department to understand the reasons behind disengagement.
2. Create action plans for each department to address the specific issues identified during the focus group discussions.
3. Implement a system for regular employee feedback and follow up on concerns raised in a timely manner.

Long-term recommendations

1. Develop a comprehensive employee engagement program that includes opportunities for professional development, recognition, and career growth.
2. Encourage cross-departmental collaboration to share best practices and improve overall employee engagement.
3. Establish a culture of continuous improvement and open communication to ensure that employee engagement remains a priority.

Action plan

IMPROVE EMPLOYEE EXPERIENCE

AI can analyze data from employee surveys and performance metrics to identify areas where an employee may need additional training or support. Based on this information, AI can generate personalized recommendations, such as suggesting that the employee attend a specific training course or work with a mentor. This targeted approach can help employees enhance their performance more effectively, leading to increased productivity and job satisfaction.

IMPROVE CUSTOMER EXPERIENCE

AI can also identify patterns in customer feedback that may be impacting business performance. For instance, a retail company might use AI to analyze customer reviews and identify recurring complaints about long wait times at checkout. Armed with this information, managers can work to address the issue by adjusting staffing levels or implementing more efficient checkout processes, ultimately improving both employee and customer experiences..
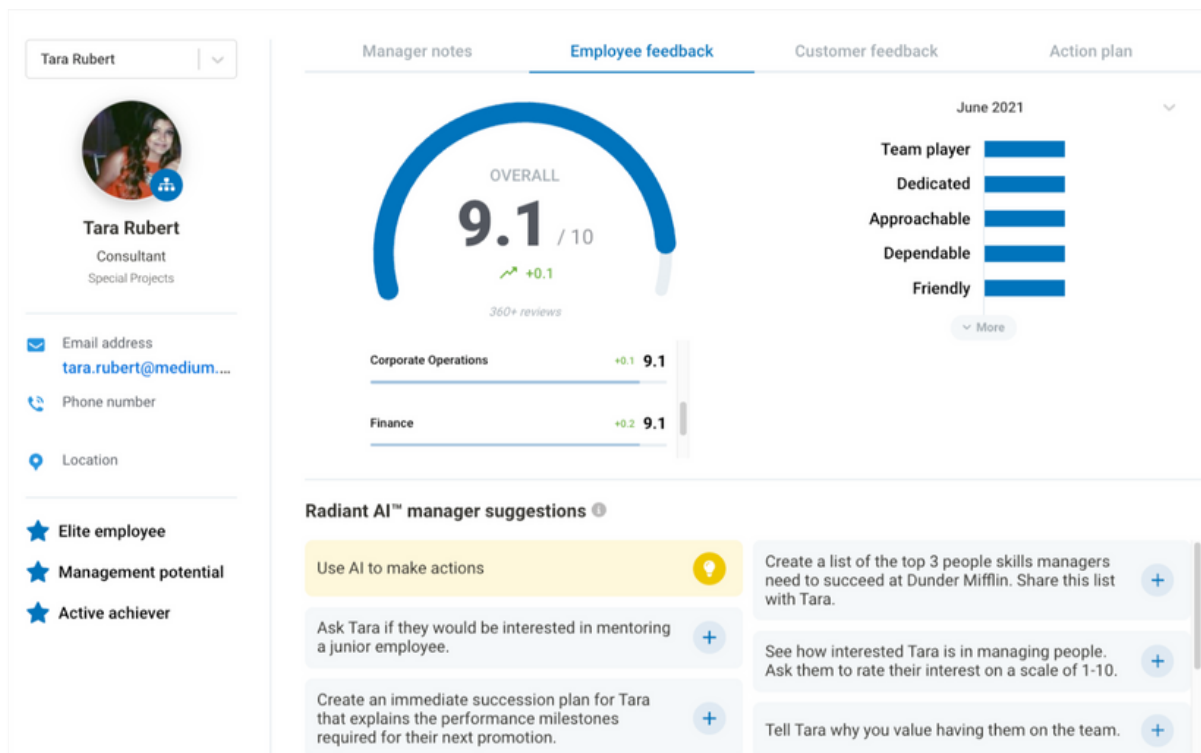
IMPROVE MANAGER EXPERIENCE

AI can also use employee and customer experience data to create actionable resources for managers, such as performance reviews and development plans.

Consider a healthcare organization that utilizes AI to analyze patient satisfaction data and generate personalized action plans for hospital managers. Instead of sifting through pages of patient feedback, the hospital manager can receive a concise summary of key issues, along with specific recommendations for addressing these concerns, such as enhancing staff training on bedside manner or improving wait times for appointments. This enables the manager to take swift, targeted action to improve patient satisfaction and overall hospital performance.

AI creation ✕

Combine customer, peer, and manager feedback to create documents.

Performance review

Feedback table

1:1 agenda

OKRs

SMART goals

Development plan

9 box analysis

Disciplinary agenda

PIP

MAXIMIZE VALUE

By leveraging AI to provide personalized, actionable insights for employees and managers, businesses can make more informed decisions, streamline performance management processes, and drive meaningful improvements across the organization. This not only saves time and resources but also ensures that the actions taken are grounded in data-driven insights, leading to better outcomes for employees, customers, and the business as a whole.

THE VALUE OF AI-POWERED MANAGER ENABLEMENT

Incorporating AI-driven performance management and manager enablement into an organization's processes can lead to numerous benefits, such as increased efficiency, reduced costs, and improved outcomes for employees and customers. In this chapter, we will explore specific examples of the financial and performance benefits businesses can experience with AI manager enablement.

TIME SAVINGS

AI can significantly reduce the time managers spend on performance management activities by automating the creation and analysis of performance resources.

COST SAVINGS

The effective use of employee and customer experience data through AI-driven performance management saves significant costs.

By streamlining the creation of performance management materials, a lean tech organization saves each of their 90 managers 100 hours per year. At an average annual salary of $150,000 per manager, this saves the organization $650,000 per year.

A global logistics company implements AI performance management and sees a 12% reduction in employee turnover, leading to substantial savings in recruitment and training costs. The company also sees a 10% increase in customer satisfaction leading to increased revenue.

HIGHER ENGAGEMENT

AI-driven performance management can help organizations identify specific areas for improvement in employee engagement and satisfaction, leading to a more motivated and productive workforce.

A financial services company uses AI to analyze employee survey data, identifying factors contributing to disengagement. By addressing these issues, such as offering more opportunities for career development and improving communication channels, the company experiences a 20% increase in employee engagement, resulting in higher productivity and reduced turnover.

BETTER COMMUNICATION

AI-driven performance management can facilitate better communication and collaboration between employees and managers by providing clear, data-driven insights into performance metrics and areas for improvement.

A technology company uses AI to generate comprehensive feedback summaries that provide a well-rounded, unbiased view of employee performance, allowing for more transparent and informed conversations between managers and employees. This improved communication results in 15% improvement in overall project success rates.

HAPPIER CUSTOMERS

AI can help organizations better understand and address customer needs by identifying trends and patterns in customer feedback data from surveys and reviews.

A telecommunications company uses AI to analyze customer reviews and discovers a recurring issue with their customer service. By implementing targeted improvements to their customer support processes, they are able to increase customer satisfaction by 15%, leading to increased customer loyalty and higher revenue from long-term clients.

HIGHER PERFORMANCE

By automating the analysis of employee performance data, AI can help organizations create more targeted and effective performance management processes.

A software company implements AI performance management to analyze employee performance metrics and generate personalized performance improvement plans. As a result, managers are able to provide more focused coaching and support, leading to a 25% improvement in project completion rates and a 20% increase in overall employee performance.

DATA-DRIVEN DECISION-MAKING

AI-powered performance management enables organizations to make more informed decisions by providing actionable insights derived from employee and customer experience data.

A hospitality company uses AI to analyze guest feedback data, identifying trends in guest preferences and areas for improvement. As a result, the company is able to make data-driven decisions on room upgrades and amenities, leading to a 30% increase in repeat bookings and a 15% increase in overall guest satisfaction.

PROACTIVE ISSUE RESOLUTION

AI can help organizations identify potential issues before they escalate, allowing for more proactive performance management.

A healthcare organization uses AI to analyze employee performance data and predict which employees might be at risk of burnout or leaving the organization. By implementing targeted interventions, such as offering additional support, mentoring, or workload adjustments, the organization successfully reduced employee turnover by 18% and improved overall employee well-being.

INCREASED COMPETITIVENESS

By leveraging AI to streamline performance management processes and make better use of employee and customer experience data, organizations can gain a competitive edge in their industries.

A manufacturing company uses AI manager enablement to optimize their production processes, resulting in a 15% increase in output and a 10% reduction in production costs. This improvement in efficiency allowed the company to offer more competitive pricing and capture a larger market share, ultimately leading to increased profitability and growth.

CONTINUOUS IMPROVEMENT

AI-powered performance management can help organizations create a culture of continuous learning and growth by providing employees and managers with actionable insights and targeted feedback.

A professional services firm uses AI to analyze employee performance data and generate personalized development plans, encouraging employees to focus on their strengths and areas for improvement. This approach led to a 22% increase in skill development and a more engaged workforce committed to ongoing growth and development.
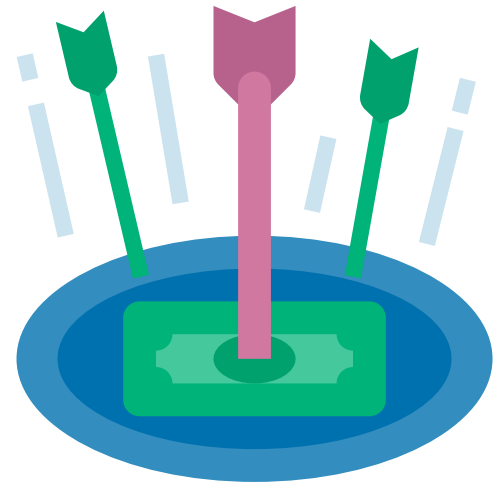
PUTTING EXPERIENCE DATA INTO OPERATION

As organizations recognize the value of employee and customer experience data, the integration of AI into operations and management is becoming increasingly essential. By harnessing AI's potential to transform employee and customer experience data into actionable insights, organizations can shift from a reactive approach to a proactive, data-driven strategy that drives meaningful improvements across all levels of the business.

THE AI PARADIGM SHIFT

The shift towards operationalizing employee and customer experience data, driven by AI, is poised to redefine the way businesses approach experience management. Embracing the power of AI will enable organizations to make more informed decisions, foster a culture of continuous growth and development, and ultimately achieve better outcomes for employees, customers, and the company.

As AI continues to advance, its role in transforming business intelligence and manager enablement will only grow in importance, further solidifying its position as a vital tool for organizations seeking to maintain a competitive edge and drive meaningful change.

By embracing AI-driven manager enablement, businesses can ensure they are making the most of their employee and customer experience data, translating it into actionable insights that lead to targeted, data-driven improvements. This paradigm shift will empower organizations to move beyond simply collecting data, and toward truly operationalizing it to drive better outcomes for all stakeholders involved – employees, customers, and the organization as a whole.

As we look toward the future, AI's role in management will undoubtedly continue to evolve, unlocking new opportunities for growth, efficiency, and success. By staying ahead of the curve and investing in AI-powered solutions, organizations can position themselves for long-term success in an increasingly data-driven world.

THE MACORVA DIFFERENCE

Macorva goes beyond data collection and analysis. Our platform empowers businesses to realize the full value of their employee experience data by closing the loop with AI-driven action planning and manager enablement.

INTEGRATED EMPLOYEE & CUSTOMER EXPERIENCE

Get next-generation employee and customer experience data. Our platform provides easy-to-setup surveys, advanced configuration, real-time reporting, and automated analysis in intuitive, user-friendly dashboards.

ACTION PLANNING
POWERED BY RADIANT AI

Put your employee experience data to work. Radiant AI instantly analyzes all employee and customer experience data and provides personalized recommendations for employees and managers to enable data-driven action to close the loop and achieve better outcomes.
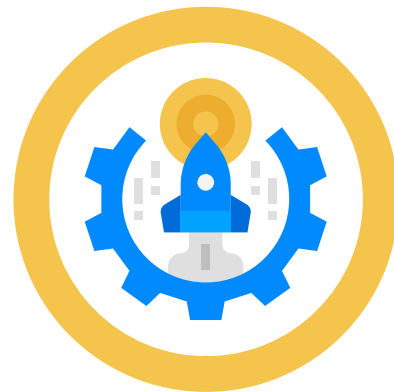
MANAGER ENABLEMENT
POWERED BY RADIANT AI

Create actionable resources from your experience data. By automating the creation of performance reviews, development plans, OKRs, SMART goals, and more, Radiant AI saves managers over 100 hours per year while ensuring every resource incorporates every insight to achieve the best outcomes.

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