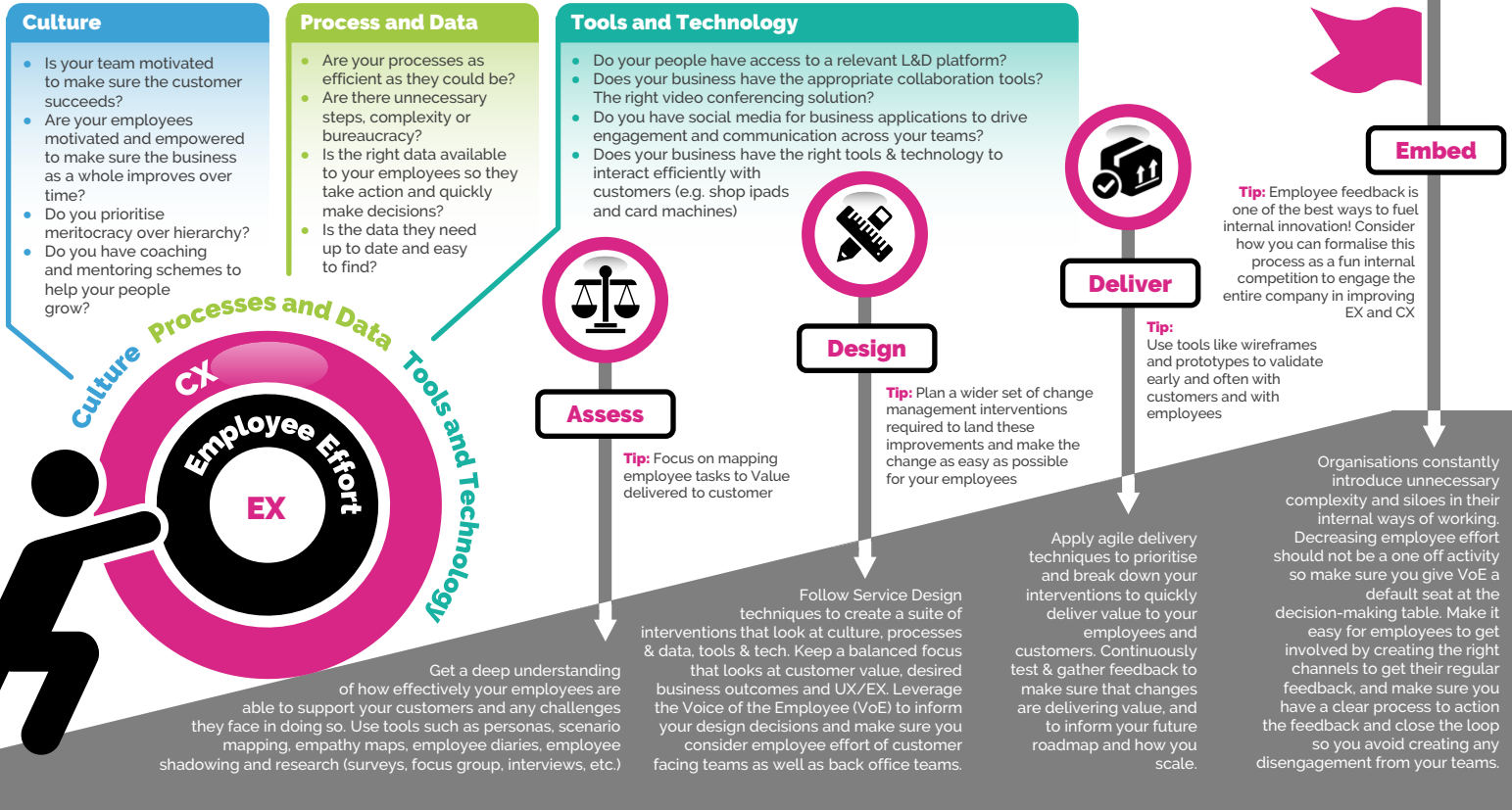


# Employee effort

As we have discussed previously in our [CX series](#) we understand what Employee Experience (EX) means, the relationship between EX and Customer Experience (CX), and how to start building your EX and CX strategies together to better achieve your company vision.

That's all great but the question still remains... where do you start? Building on our [intro](#) from last week, this infographic explores the concept of Employee Effort.

In the same way your customers' experience is very dependent on the amount of effort that is asked of them to engage with your organisation, Employee Effort is a key indicator of your EX and a great way to start identifying, prioritising and shaping improvements that will improve your EX and CX.



Creating the right environment and an effortless experience for you employees is one of the most important things you can do as a leader to have a direct impact on your CX. Don't waste any more time and start tracking your employee effort with likert scale surveys by asking your people to which extent they agree or disagree with the following statements:

- The company makes it easy for me to do my job.
- The company makes it easy for me to deliver a great customer experience.

If you have any questions, reach out to one of experts by following the link below.