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# How committed are your employees?



## The PRISM Employee Loyalty Scorecard<sup>®</sup>

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Extensive research has revealed a direct link between employee commitment and customer loyalty. Higher employee commitment, engagement and loyalty leads to sustainable customer relationships, which has a positive impact on business performance. This makes enhanced management of employee relationships imperative.

In order to manage you need to measure . . . and in order to measure, you need to define!

This is why PRISM created the Employee Loyalty Scorecard. The focus of this tool is to define the soft factors that influence employee loyalty. It uncovers what a company is, or isn't doing to increase employee commitment and engagement.

The Scorecard provides the following output:

- Assessment of the mindset of staff serving the customer
- Foundations for Customer Relationship Management (CRM) strategies from the perspective of the employees

This Scorecard is used by HR and Marketing executives as a cornerstone of their strategies to:

- Enhance customer-centric processes
- Improve employee commitment/engagement/loyalty
- Address employee behavior towards the customer
- Design and monitor key performance indicators for loyalty



## The PRISM Employee Loyalty Scorecard®

Given the growing significance of human capital, employee loyalty measurement is becoming increasingly important. Modern management systems such as the balanced scorecard have incorporated standard employee relations measurement into their design. This is based on the recognition that comprehensive customer care must also include human resource factors because success in the marketplace today depends to a large degree on those employees who have contact with clients, and only loyal staff are capable of inspiring customers.



The results from this Scorecard address potential gaps in the following categories, which have been identified by Customer Retention Associates (a US-based research and consulting think-tank) as best practice in employee loyalty:

- (1) Cohesion:** Teamwork, communication, work quality
- (2) Morale and Culture:** Consideration of needs
- (3) Career Security/Personal Growth:** Career development
- (4) Business Alignment:** Participation in vision/mission
- (5) Customer Focus:** Pro-activeness and responsiveness
- (6) Supervisor Effectiveness:** Tasks, and staff
- (7) Senior Management Effectiveness:** Strategy, tasks, staff

The process behind every PRISM Scorecard consists of a survey that can be conducted online, through an Intranet, or using self-completion mail. Approximately 60 to 65 agreement rating statements are selected from the PRISM Loyalty Guide™, depending on what is learned in preliminary qualitative research. The statements are evaluated for importance, and reasons for a low rating. For analytical purposes, they are grouped into categories (see above for more details). To make the PRISM Scorecard's correlation/ regression model work, about 70 respondents are needed.

To receive a free copy of our white paper or for a non-committal consultation, please contact your local PRISM office or visit our web site.

