

ROUNDTABLE #5: EMPLOYEE EXPERIENCE

COVID-19 SUPPORT SERIES

APRIL 16, 2020



Agenda

1. Opening Thoughts

- Dave Nieuwstraten, CEO

2. EX During COVID-19 & Forum

- Jeremy Graves, President
- Aaryn Slafky, Director of CX

3. Lessons Learned

- Aaryn Slafky, Director of CX

Purpose &
Stamina

Adaptability
& Support

Safety
& Security

Keys to Building Trust:

1. Care for Individual and Community
2. Communication
3. Proactive Planning/Action

COVID-19 Resources

Strategy + Communication + Visuals



pivót

askpivot.com/COVID-19

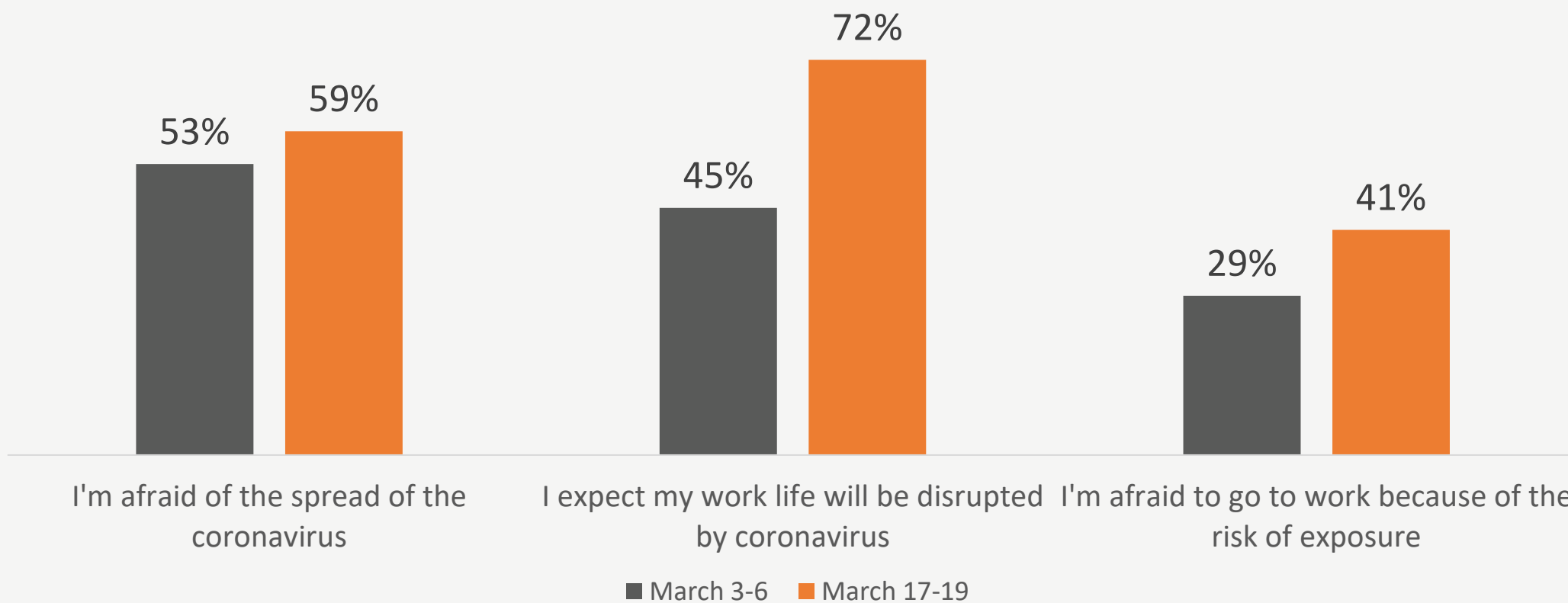
Need more? Have suggestions?

Ask your Pivot AE or email getinfo@askpivot.com



Indicate how much you agree or disagree that each statement describes your thoughts about the coronavirus.

(4 or 5 on a scale of 1 disagree to 5 agree)



Base: Employed US adults n=470 for Mar 3-6 and n=54 for Mar 17-19
Forrester's Q1 2020 US PandemicEX Survey 1 & 2

**On top of the
stress they
were already
feeling...**

DISCONNECTED

LESS PRODUCTIVE

ALONE

OVERWHELMED

ANXIOUS

**CRAVING
CONNECTION**



When written in Chinese, the word
'crisis' is composed of two
characters. One represents danger
and the other represents
opportunity.

— *John F. Kennedy* —



Employee Experience

The perception held by an employee that is often influenced by their physical workspace, the work-life balance provided, the technology that enables productivity and how valued they feel by leaders over the course of their journey with the organization.



Why is Employee Experience so important?



CX BUT NO EX

Many companies focus on CX but have little focus on EX. Both are critical.



DRIVES ENGAGEMENT

Engagement surges as staff are cared for, *driving innovation* and extra effort.



DRIVES REVENUE

Focusing on EX shows a direct correlation to revenue and profitability



37%

**CRAVE MORE
RECOGNITION
AS A PRIORITY
NEED**

69%

**WOULD WORK
HARDER IF THEY
WERE BETTER
APPRECIATED**

33%

**OF THE US
WORKFORCE
ARE ENGAGED**



PIVOT
POLL

only **32.5%** of employees
are engaged
(paddling hard)



EX ideas to boost engagement

No. 1

Encourage weekly online communities

(Music, Dance, Cooking, Gym)

No. 2

Lockdown lunch with each person

(Groups of 2-3 and encourage sharing)





EX ideas to boost engagement

No. 3

Cover the cost of Disney+

(Helping stay at home parents)

No. 4

Short, daily all staff huddles

(Go beyond – “how are you doing” & Cameras)



EX ideas to boost engagement

No. 5

Phone call to each team member

(How are you really doing & what do you need?)

No. 6

Anonymous Stress Surveys

(Look for trends week over week)



EX ideas to boost engagement

No. 7

Zoom in an expert for your team

(WFH, Counselor, Chef, Financial Planner)

No. 8

The virtual breakroom

(Hallway or a Dedicated Zoom open for breaks)





Be intentional about connecting more.

Don't just look for ways to connect. Put them into action. Some will work. Some will not. Your staff will appreciate the effort and love it even more if you invite them into the process!



Lessons Learned

You tried something. How did it work for you?





How are you monitoring employee stress levels?



GTel

12 hrs • ⚙️

As essential employees, it's important for us to keep working during these times, but it's also important to keep our employees safe and healthy. We'll be closing today to give our office and field staff some time to unwind with their loved ones. Contact our 24/7 Support Team at 866-480-8324 with any service issues.

[#StayHealthy](#) [#KeepAmericansConnected](#)
[#GTelFiber](#)

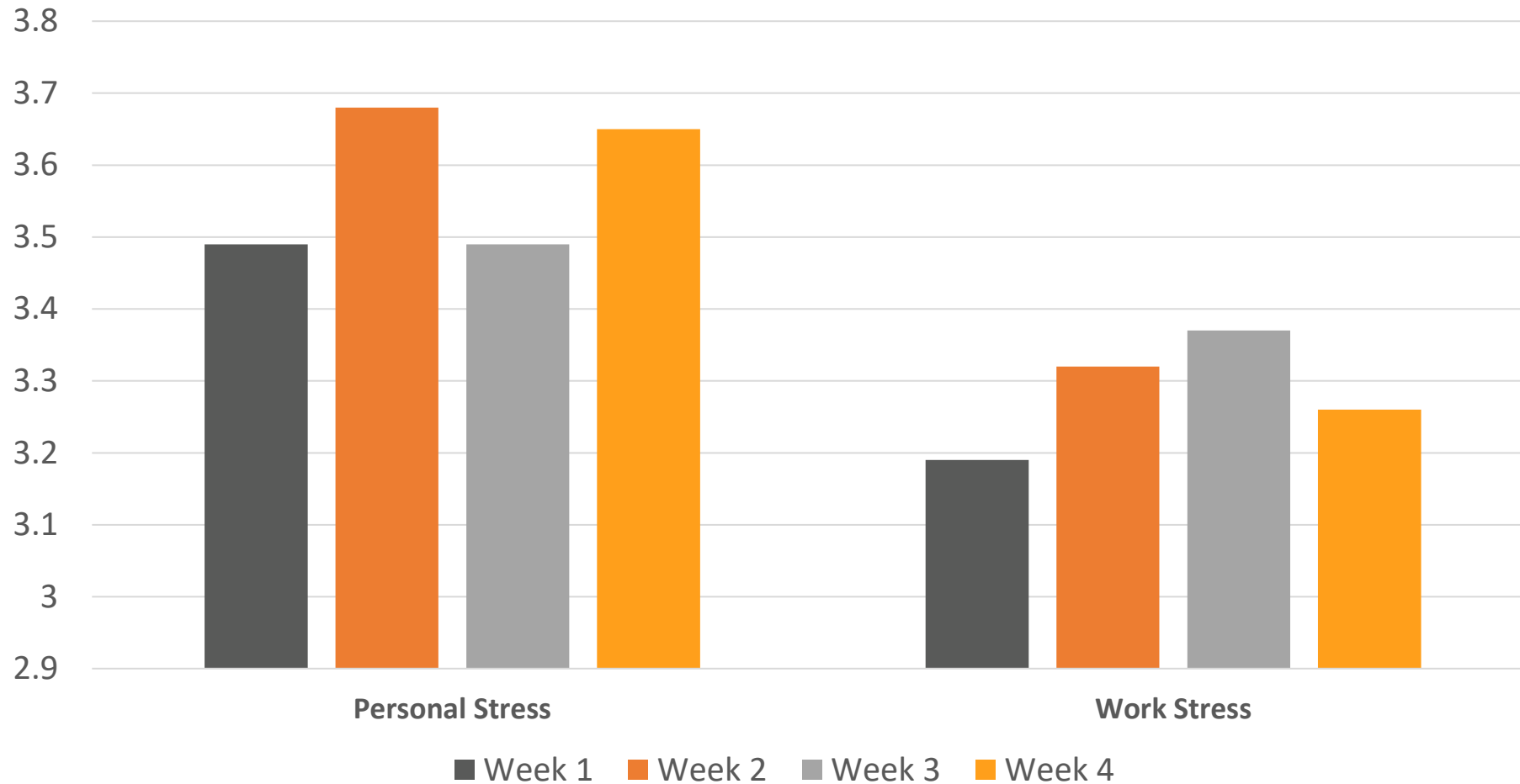




P I V O T

Each week, we ask: How would you rate your personal stress level?
 How would you rate your work stress level?

Average Stress Level (Scale 1-5)



How are you engaging employees?



BATTLE

PIVOT
LIP SYNC



EXTRAORDINAIRE



Poll Results

1. Where have you invested the majority of your time over the last 30 days?

14% On keeping the team safe
5% On keeping customers connected
81% Equally on both

2. How would you rate your attempts to keep your teams engaged over the last 30 days?

5% I need help for sure
3% My attempts have fallen short
40% Okay, I guess
40% Better than average
12% Awesome

3. Currently, I'd rate our overall employee stress level at?

0% No stress at all
0% Less than normal
21% Normal stress levels (same as pre-COVID-19)
77% Above normal
2% Way, way above normal

4. Have you instituted any new programs or efforts to support employees?

39% Yes
29% No
33% No, but thinking about it



Professional development for your frontline teams

6-CLASS TARGETED TRAINING
PROGRAM TO IMPROVE CUSTOMER
SERVICE AND SALES SKILLS.

INFORMATIONAL WEBINAR: APRIL 22 AT 11 AM PT/2 PM ET



Upcoming Events

Wednesday, April 22 11 am PT/2 pm ET

Professional Development for Your Frontline Teams

https://info.askpivot.com/en/professional_development

Thursday, April 30 11 am PT/2 pm ET

Roundtable #6: Digital Marketing in a COVID-19 Environment

https://info.askpivot.com/en/roundtable_6

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