



## Employee Engagement and Culture: ICTS attends the BridgeCon 2017 Conference in London, 31 January 2017

Many companies find it difficult to align strong leadership with effective staff engagement; both terms tend to have a complex, sometimes conflicting relationships. For an employee to engage freely, he or she must be “happy” and in the right state of mind. Creating an environment which nurtures staff engagement starts at the top – Company Leaders tasked with the crucial role of transmitting company vision and purpose.

A report recently issued by the Institute of Customer Service (ICS) shows how investment in employee engagement is also an investment in customer service. The table below is an extract from the ICS Report: **“The Customer Knows: How employee engagement leads to greater customer satisfaction and loyalty”** (November 2016), which highlights recommended measures of employee engagement.

### Recommended measures of employee engagement

<p style="text-align: center;"><b>Employee Satisfaction</b></p> <ul style="list-style-type: none"> <li>• Pay and benefits</li> <li>• Having tools and resources to do the job</li> <li>• Working environment</li> <li>• Health and safety</li> </ul>	<p style="text-align: center;"><b>Drivers of engagement</b></p> <p><b>Vision and values</b></p> <ul style="list-style-type: none"> <li>• Organisation prioritises customer satisfaction</li> <li>• Strategy and my role in it is clear</li> <li>• How change and business transformation is managed and communicated</li> </ul> <p><b>Your manager</b></p> <ul style="list-style-type: none"> <li>• Encourages me to learn and develop</li> <li>• Listens to colleagues and customers</li> <li>• Is available when I need him / her</li> <li>• Is an effective coach</li> </ul> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• Quality / frequency of senior manager communications</li> <li>• Aware of actions taken as result of customer satisfaction survey</li> <li>• Aware of actions taken as a result of employee engagement survey</li> </ul> <p><b>Learning and development</b></p> <ul style="list-style-type: none"> <li>• Have received customer service training</li> <li>• Have opportunities to learn and develop</li> <li>• Have opportunities to develop my career</li> </ul> <p><b>Employee voice</b></p> <ul style="list-style-type: none"> <li>• Can speak to senior managers</li> <li>• Opportunity to have a say on things that affect me at work</li> <li>• Aware of / participate in activity to generate new ideas to improve service</li> </ul> <p><b>Recognition</b></p> <ul style="list-style-type: none"> <li>• People are praised for going the extra mile</li> <li>• Recognition is given to teams / individuals who deliver excellent customer service</li> </ul>
<p style="text-align: center;"><b>Feelings and indicators of engagement</b></p> <p><b>Culture</b></p> <ul style="list-style-type: none"> <li>• Trust manager and senior managers</li> <li>• Feeling trusted by your manager</li> <li>• Feeling that the organisation prioritises customer service</li> <li>• Confidence in the strategy / leadership in executing the strategy</li> <li>• Effectiveness of cross-team collaboration</li> </ul> <p><b>Personal empowerment</b></p> <ul style="list-style-type: none"> <li>• Feeling empowered to make decisions to help customers</li> <li>• Feeling you can personally influence customer satisfaction</li> <li>• Feel skills are fully utilised</li> <li>• Feel able to speak up</li> </ul> <p><b>Loyalty and advocacy</b></p> <ul style="list-style-type: none"> <li>• Proud to work for the organisation</li> <li>• Future intention to stay and commitment to the organisation</li> </ul> <p><b>Engagement profile</b></p> <ul style="list-style-type: none"> <li>• Proportion of engaged, passively engaged and disengaged employees</li> </ul>	

In its pursuit of a better customer service, ICTS UK & Ireland attended the **BridgeCon 2017 Conference on Employee Engagement and Culture** on 31 January 2017, and received valuable insights from high profile speakers coming from diverse business sectors and industries.

Lucy Gibb, HR Advisor at ICTS UK& Ireland, said, *“The conference provided us with an interesting insight into how other companies approach and encourage employee engagement and culture within the workplace. Whilst the speakers came from a wide variety of industries, the message was still the same – **Employees want to be part of something more.** Regardless of our role and where we stand within the company hierarchy, we all have a part to play to ensure an engaged and productive workforce. A key message that I picked up was **‘communication, communication, communication’.**”*

*With such a wide spread of employees and sites across ICTS; this is an ongoing challenge for us. There are avenues of communication we use such as Yammer, which is accessible to everyone in the Company. But to make it work as a platform for meaningful communication and a useful business tool, we all need to actively play our part. Yammer is not a social network application to ‘tell people what you had for dinner’, but to share best practice, share ideas and share experience. ICTS has almost 4,000 employees; between us there is a vast amount of knowledge (from all types of work backgrounds) which could help propel ICTS onwards and upwards!*

*As quoted by the conference organisers yesterday, **“Everything starts with an idea”.** I have no doubt that out there in the ICTS ether, there are loads of great ideas. So, let’s focus more on talking and sharing!”*



Photo (L-R): Olivia Pambou (Bid Writer) and Lucy Gibb (HR Advisor) from ICTS UK & Ireland.