

# Employee Engagement Competency Assessment

To what degree do the following activities occur within your company?

1 = Never    2 = Periodically    3 = Usually    4 = Almost always    5 = Always

The company uses a formal CX communication plan identifying key topics, audience segments, delivery channels, and frequency	
Internal customer experience communications are tailored to specific job roles	
Employees across the organization are provided with easy access to feedback from customers	
Leaders across the organization regularly discuss customer experience in their communications	
<b>INFORM total</b>	

The company has a clear set of values, which guides decision-making across the organization	
Executives meet with employees at different levels across the organization	
Stories about employees helping customers are retold to reinforce company values	
The company provides resources for employees to participate in volunteer causes	
<b>INSPIRE total</b>	

Customer experience training is embedded into new hire orientation	
All managers are trained to develop their skills in reinforcing the company's values with their employees	
Managers coach employees on customer-centric behaviors and practices	
Employees across the organization are recruited to teach customer experience behaviors and practices to fellow employees	
<b>INSTRUCT total</b>	

Employee feedback is actively solicited and formally acted upon	
The organization communicates the actions it takes based on employee feedback	
The company facilitates employee interactions across functional teams to raise awareness and increase collaboration	
The company uses a defined network of employees as ambassadors of its customer experience efforts	
<b>INVOLVE total</b>	

The company has formal incentives for reinforcing good customer-centric behaviors and results	
Managers are evaluated based on the engagement levels of their employees	
The company has a formal peer-to-peer recognition program	
Teams that demonstrate customer experience excellence are publicly celebrated	
<b>INCENT total</b>	

**OVERALL TOTAL**

Competency Area Totals:	Overall Total:
<b>5 to 10</b> Very Weak	<b>40 or less</b> Very weak
<b>11 to 15</b> Weak	<b>41 to 55</b> Weak
<b>16 to 20</b> Moderate	<b>56 to 70</b> Moderate
<b>21 to 25</b> Strong	<b>71 to 85</b> Strong
	<b>86 or more</b> Very strong

