

A NEW WAY TO MAKE EVERY EMPLOYEE A COMPETITIVE ASSET. REALLY.

EMPLOYEE ENGAGEMENT remains a challenge for companies worldwide. BrandBooster's new collaborative online HUB meets this challenge in a cutting-edge way. It makes staying abreast of company goals and contributing ideas on how to meet them a daily part of everyone's job.

This study below by BAIN & COMPANY/NETSURVEY published on the HBR blog is very timely in presenting facts that support the advantages of the HUB.

FINDINGS AFTER INTERVIEWING **200,000** EMPLOYEES ACROSS **40** COMPANIES IN **60** COUNTRIES

- 1 Engagement is lowest among sales and service, the group with the most customer interactions.
- 2 Engagement declines with tenure so those with the deepest knowledge of the company typically are the least involved.
- 3 Senior executives are likely to underestimate the discontent on the front lines.

SO, WHAT ARE LEADING COMPANIES DOING TO FIX THESE ISSUES?

01

Training supervisors

to hold candid dialogues with teams, respond to what they learn, and keep their group informed.

A BETTER WAY

Training and coaching supervisors is timely, costly and unlikely. However, people are very accustomed to sharing their thinking online, especially if they see that thoughts are considered and responded to. **The HUB** leverages this inclination by letting people learn and contribute regularly. Interactive online participation is easier than face-to-face in every way for honest actionable input.

02

"Pulse checks"

usually frequent online surveys to hear how employees believe customers' experiences can be improved.

A BETTER WAY

Improving customers' experiences are way too important to just do occasionally. **The HUB** makes providing constant feedback a daily routine, not a quarterly event. It fosters a much different mindset about the importance of collaboration by valuing it on an ongoing basis. People see their participation as part of daily business, not a pep rally.

03

Listening to people

frequently overlooked like front line employees who know intimately which aspects of the business annoy or delight customers and to get ideas on how to earn more of their customers' business.

A BETTER WAY

This is the precise job description of The Hub:
ASK > LISTEN > ACT > INFORM

AT&T has a digital infrastructure enabling all employee suggestions to be logged online, read, and promising ones sent to a designated expert. Employees can see the progress of each suggestion and log comments. **You can do this too with a HUB.**



THE HUB IS A TWO-WAY STREET



The HUB doesn't just solicit employee thinking, it also regularly communicates current news about products, competitors, industry trends and the state of the company. This makes everyone not just welcome contributors, but informed contributors. Important intelligence is no longer overlooked. In addition to changing the culture, think of the strategic planning ramifications of this knowledge.



READY TO CHANGE YOUR WORKFORCE INTO AN ACCOUNTABLE COLLABORATIVE ONE?

Contact Jann @ 954.494.4011 or jann@brandbooster.com to discuss how to implement this acknowledged important strategy for your company.

Mention code BOOST and receive a 30% discount