



The Realise Group

COMMUNICATION PROGRAMS

MOTIVATE AND INSPIRE OUTSTANDING PERFORMANCE.

Communication Programs at a glance.

Reward and recognition programs closely aligned to your Mystery Shopping or Voice of the Customer results can vastly improve employee performance, how satisfied staff are with their jobs and ultimately the way they deal with your customers.

We know, from experience, that a happy team collaborates for the success of the company by understanding customer preferences and implementing them at every level.

A well designed and aligned Communication Program can create a genuine, happy and optimistic culture that is passed on to customers each and every time they engage with your staff.

Benefits of employee satisfaction

If employees are unhappy, under trained, or unable to do their job correctly, your customers and ultimately your company's success can suffer.

An Employee Satisfaction Survey can help you keep tabs on your employees' attitude about their work and improve your overall customer satisfaction.

Making sure your employees feel like they are well trained ensures that your customers are able to enjoy the standards you have established for your company with as few frustrations as possible while doing business with you. While it may not be immediately obvious, an employee satisfaction survey ensures that your customers are happier, as well as ensuring your employees are confident in their jobs.

Does your Customer Experience Measurement Program reward staff?

Employees who are engaged, motivated and happy deliver the most outstanding performance where it counts.

A well designed Communication Program ensures staff are fully-briefed about how they are being measured and what is expected of them. Peer recognition is extremely powerful, and while rewards and prizes can be well-received, often it's peer recognition (seeing their name "up in lights") and feeling pride in being recognised as a top performer that creates the most excitement for team members.

The benefits of recognising and rewarding staff are:

- Positively reinforces excellence in behaviours and performance
- Builds staff engagement, and therefore increases job satisfaction
- Leads to higher retention rates of staff
- Reduces stress and builds an environment where people are encouraged to explore innovative approaches to their work
- Sends a message to employees that staff are valued
- Supports a culture of performance excellence

Why align employee performance with a rewards program?

An effective Communication Program is a tool that reinforces the most important behaviours for your business. When you align your employee performance through Mystery Shopping or Voice of the Customer Programs with a staff rewards program you reinforce the actions and behaviours you most want to see people repeat. The Realise Group can work with you to produce exciting collateral and reward branded information kits that may include teasers, social media, newsletters, plaques or certificates, posters to track performance, rewards, emails and more...