

# Maximising Employee Engagement

- By [Gareth English](#) -

Great Customer Experiences are delivered by engaged staff. Meeting the needs of your clients requires employees who are motivated to understand those needs and are willing to put in the effort required to satisfy them. Achieving this will pay significant dividends, as highly engaged staff deliver **double the levels of customer loyalty**, repeat purchases and recommendations as those with average engagement<sup>1</sup>.

This paper considers the impact of high engagement on your organisation alongside what you can do to increase engagement levels, including information on Customer Psychology's *Maximising Employee Engagement* workshop.

## Definition

The term 'Employee Engagement' refers to involvement, satisfaction and enthusiasm for work. Engagement contains a number of common elements:

- An intellectual engagement: thinking about the job
- An affective engagement: feeling passionate about the job
- A social component: looking for opportunities to discuss work with other people
- A motivational factor: investing additional effort in the role.

## Impact

At the individual level, employees who are more engaged tend to:

- Show more 'citizenship' behaviours
- Tell you when things can be improved
- Have greater willingness to learn
- Deliver more effective communication
- Take greater interest in customers
- Implement greater innovation

## What can I do to Maximise Employee Engagement?

If you would like to read the full version of this article, featuring more information on how employee engagement impacts on the bottom line of your business and how you can increase engagement, then contact us by [email](#).