UKG

The Secret to Customer Experience? Focus on Your Employees.

Support the people who make a difference for your organization with the right technology

Introduction

In a world of social media, apps, and viral communication, delivering superior customer service has never been more crucial to your business. With technology, the complaints of unhappy customers aren't limited to a single manager or supervisor. Instead, a bad customer experience can be communicated and spread worldwide in a single click. From Yelp to TripAdvisor, Facebook, and Twitter, disgruntled customers have more avenues than ever before to share their bad experiences with your organization.

A Walker study found that by the end of 2020, customer experience will overtake price and product as the key brand differentiator.[1] And a stunning 86% of buyers say they're willing to pay more for a great customer experience.[2] Combine that number with the paltry 23% of customers who say they have a relationship with a brand, and you've got a big challenge — and an even bigger opportunity.[3]

When people are the face of your organization — whether they're technicians, installers, repair personnel, or service workers in fields like janitorial and delivery operations — it's paramount that you're able to schedule the right person, at the right time, at the right place to deliver the best possible service. And these employees need to be focused on the customer experience. After all, nearly 60% of consumers are willing to try a new brand or company in order to have a better service experience.[4] Don't risk losing valuable customers — it's estimated to be five to seven times more expensive to acquire a new customer than to keep a current one.[5]

Manual processes are no longer sustainable in today's technology-driven workplace. You can't risk getting scheduling wrong, wasting hours or days accounting for employees' time, or worse yet, delivering incorrect paychecks. With automated tools, you can empower workers and managers to manage their time and punches, conduct transfers, track detailed labor activity, and more. Learn more about how your organization can beat the competition and deliver a better experience to customers with the right workforce management tools.

How Technology Can Improve the Customer Experience

By investing in your employees and providing them with the workforce management and human capital management technologies they need, you'll be giving them the tools and autonomy to deliver a better service experience to customers and increase revenue and customer retention. Managers can resolve exceptions as they happen and quickly respond to employee requests. GPS-based technologies like geofencing and geosensing give managers access to information based on location, so they know workers are where they should be, when they should be. Technicians can be assigned and dispatched with ideal scheduling algorithms and optimal turn-by-turn directions, yielding tremendous gains in productivity, significant service cost reductions, and much happier customers — all of which have an appreciable, positive impact on your bottom line.

Get Employees Started Right with Onboarding

You've hired the best talent — now don't lose them because of a bad onboarding experience. A recent study found that 69% of employees are more likely to stay with a company if they experience great onboarding.[6] When you're selecting technology for onboarding, it's smart to think about more than just getting new hires up to speed in order to accelerate productivity. A successful onboarding process makes new hires feel welcome and helps them integrate into your company's culture, becoming effective contributors. UKG™ (Ultimate Kronos Group) onboarding tools help you maintain the engaging employee experience you established during the hiring process by showing employees how their performance contributes to company success. And while onboarding inevitably involves some paperwork, try not to overwhelm new employees with details. Create a faster time to value with thorough training and onboarding that prioritizes getting employees to work as soon as possible.

It's Time to Manage Time More Effectively

UKG simplifies the tedious tasks involved with monitoring employee time and attendance, labor tracking, and data collection. Our completely automated time-tracking software — working in tandem with our data collection devices (timeclock, laptop, desktop, and mobile options) — helps you control labor costs, minimize compliance risk, and improve workforce productivity. Managers can easily track employee time, attendance, and activity for employees working at different locations or in the field, ensuring customers' needs are being met effectively and efficiently. You can accurately account for all hours worked, which can make the difference between turning a profit and losing money.

Forecast and Schedule to Meet Real-World Demands

UKG labor forecasting and scheduling solutions take the guesswork out of aligning the right talent, in the right place, at the right time. Automated solutions eliminate manual scheduling processes to help ensure optimal labor coverage for every shift, every day. And when a worker is absent, identifying and deploying a best-fit, best-cost replacement — fast — is critical to avoiding disappointing customers or losing them altogether. With more accurate labor forecasting, you gain the insight you need to better predict labor needs so customers are satisfied and retention rates rise.

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> **For our management teams running all over town working to track employee activity and ensure the handling of issues, having mobile visibility, schedule visibility, and labor visibility [with UKG] has been critical for us.**
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> **Jeff LaBenne**
> **VP Marketing/Development, Environmental Controls**

Put Overtime to Work for You

When it comes to optimal service delivery, overtime can be a double-edged sword. On the downside are higher costs and potentially tired or overworked technicians, resulting in morale problems. But on the upside, the strategic use of overtime can lead to additional revenue, faster repair times, increased productivity, and higher customer satisfaction. A robust service scheduling solution will empower service managers to implement scheduling rules that weigh and balance these factors and develop schedules that minimize overtime disadvantages and maximize overtime advantages. And with UKG tools, authorized managers always have the option of overriding an automatically generated schedule if they have a compelling reason to do so. It's just one more way to ensure your team is delivering the best customer service with every interaction.

Meeting the Needs — and Requirements — of Unionized Employees

If you're deploying union workers to take care of your customers, you want to be sure to avoid putting your organization at risk of unnecessary compliance litigation. UKG tools allow your teams to keep pace with Department of Labor and other government and industry regulations — such as the Affordable Care Act, Fair Labor Standards Act, and more — so you can apply appropriate policies and rules consistently, fairly, and accurately to help facilitate compliance.

Many labor unions, and even some companies, impose regulations on the number of consecutive hours or total hours technicians are allowed to work. They may also regulate the amount of rest time technicians must have between work stop and start times. Such regulations are common in industries, such as electric utilities, oil and gas production, and others, where technician safety is a major concern. Ideal scheduling solutions will understand these constraints, not assign and dispatch technicians when regulations prohibit such assignments, and develop alternate service schedules that still comply with service level agreements and other relevant commitments. So you meet all labor agreements — and deliver customer satisfaction.

Make it Mobile

With employees who need on-the-go access, mobile is an essential part of your workforce management solution. Mobile access lets employees instantly engage, make effective decisions, take action, and increase day-to-day productivity. It empowers managers to respond quickly to employee requests and schedule changes. Geofencing lets workers who move across multiple locations punch in and out via GPS coordinates on a mobile device. Managers are notified when punches occur outside of defined work areas.

How Mobile Is Working for Servicon Systems

BEFORE

- Employees waited in line to punch in and then walked for 15 or 20 minutes to the job site

- Paper-based billing took two days

- Payroll processing was likely to generate errors

AFTER

- Mobile punch in and out with geofencing delivers fast, accurate employee time

- Just 45 minutes to review employee time and send to billing

- Payroll takes just eight hours, and employees can count on a perfect paycheck

Make the Customer Experience a Top Priority

Smart organizations know that creating an employee experience that drives a positive customer experience is key to succeeding in a competitive marketplace. The Annual Digital Trends report of B2B companies from Econsultancy and Adobe found that customer experience was the single most exciting opportunity for 2020.[7] A survey of executives reported that 91% aspire to be among the customer experience leaders in their industry.[8] Maximizing onboarding, time and attendance, forecasting and scheduling, and mobile and GPS technologies can help position your organization for success.

We noted earlier that 86% of consumers are willing to pay more to ensure a great customer experience, while only 23% have brand loyalty. When you put those numbers side by side, you can see that a huge percentage of your competitors' customers are yours for the taking, regardless of price, if you simply provide better customer service. Don't lose out on this valuable opportunity because of outdated tools for managing your workforce.

When you equip your employees with the human capital and workforce management tools they need to have a great employee experience, they're positioned to deliver a great customer experience — delivering a key differentiator for organizations like yours, where people are the face of the business.

About **UKG**

At UKG (Ultimate Kronos Group), our purpose is people™. Built from a merger that created one of the largest cloud companies in the world, UKG believes organizations succeed when they focus on their people. As a leading global provider of HCM, payroll, HR service delivery, and workforce management solutions, UKG delivers award-winning Pro, Dimensions, and Ready solutions to help tens of thousands of organizations across geographies and in every industry drive better business outcomes, improve HR effectiveness, streamline the payroll process, and help make work a better, more connected experience for everyone. UKG has more than 12,000 employees around the globe and is known for an inclusive workplace culture. The company has earned numerous awards for culture, products, and services, including consecutive years on Fortune's *100 Best Companies to Work For* list. To learn more, visit **ukg.com**.

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