



## The Employee Experience: How to Attract Talent, Retain Top Performers, and Drive Results (Hardback)

By Tracy Maylett, Matthew Wride

John Wiley Sons Inc, United States, 2017. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Ever notice how companies with the best service also have the happiest employees? That s no accident. Do you want to build a strong, successful organization? Start by ignoring your customers. Really. Instead, focus first on creating a better employee experience, or EX. Your employees interact with customers, make them smile, and carry your brand message from the warehouse to the front lines. If your employees are having a great experience, so will your customers. In The Employee Experience, employee engagement pioneers Tracy Maylett and Matthew Wride reveal the secrets not only to attracting and retaining top talent, but to building a deeply engaged workforce the foundation of organizational success. With deep insights into the dynamics of trust and mutual expectations, this book shows that before you can deliver a transcendent customer experience (CX), you must first build a superlative EX. With real-world examples and more than 24 million employee survey responses, Maylett and Wride reveal a clear, consistent pattern among the world s most successful organizations. By establishing a clear set of expectations and promises collectively known as the Contract and...



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