



# V.O.I.C.E

## *Voice of Internal Customer Experience*

## REBRANDING HR

Generally, Voice of Customer is referred to understanding the needs and also gauging the satisfaction levels of External Customers. At the same time, we find that **"customer – supplier"** relationships do exist within all organisation. And this relationship is often ignored or not given the same importance as it is shown to external customers.

All too often, we take our employees and their job satisfaction for granted. We focus all our efforts on achieving financial results, acquiring new customers, launching new businesses, and driving customer satisfaction, but too often we forget about the people who actually turn all those promises into real actions.

Employees shape the experience a customer has with the company each time they have contact. Hence employees become the most memorable voice of the company brand as they constitute the actual brand experience. It's people who ultimately deliver the brand promise. It does not make a difference what the company tells its customers about the company brand, if those who actually encounter the customer don't deliver the values consistently.





However research has shown that unless the **"Internal customers"** are satisfied and happy, it would not be possible to achieve Customer Satisfaction and Customer Delight. There is a clear correlation between Employee Satisfaction and Customer Satisfaction.

**"Companies with strong consumer branding outperform Standard & Poor's index. It's a lesser known fact that companies with a high rating from both consumers and employees double that return."** - [Carol Parish, Enterprise Global Brand Agency](#)

Loyal, passionate employees stay longer, work harder, work more creatively, and find ways to go the extra mile. They spread more happiness — happiness for employees, for customers, and for shareholders.

## Measuring **HR** throughout the **Employee Life Cycle**

Generally in organisations, Employee Satisfaction is gauged by a survey – Employee Satisfaction Survey either conducted internally or through a third party service provider. Off course there are other indicators on the satisfaction like Attrition rate, Retention rate etc.

In most organisations this survey is conducted once a year or once in two years. Most of the times the survey is influenced by the "Recency" effect. It depends on the favourable or unfavourable employee experience preceding the survey and hardly can be reflective of the whole years Total Employee Experience.

Some organisations have experimented with a dynamic employee satisfaction index barometer by having an open online employee satisfaction survey open throughout the year.

### **TAKEAWAY**

By the end of the course, you'll be in the position to initiate a V.O.I.C.E Program that will help to gauge the employee perception & satisfaction at each stage of the Employee Life Cycle.

**6 Surveys at each stage of the Employee Life Cycle will be given to you at the end of the program.**

### **PROGRAM DELIVERY**

Participants are engaged through a variety of learning methods such as interactive and educational exercises, while learning from practical real-life case studies.



## MODULES / SESSIONS

- *Creating Customer Delight*
- *Stakeholder Satisfaction (Employee, Supervisor, Business Leaders & Internal Customers)*
- *Evolution of Human Resources Management*
- *HR Value Proposition*
- *Total Employee Experience*
- *Employee Satisfaction & Engagement*
- *HR Effectiveness measurement at each stage of the Employee Life Cycle.*

*We will be covering the following:*

- 1) *Hiring Managers Experience*
  - 2) *Candidate's Hiring Experience*
  - 3) *Day 1 – First Impression*
  - 4) *Plug into Organization (90 day onboarding)*
  - 5) *Performance Management Process & Rewards Experience*
  - 6) *Capability Development Experience*
  - 7) *Employee Satisfaction & Engagement*
  - 8) *Separation Experience (Exit Feedback)*
  - 9) *HR Services Delivery Satisfaction*
- *HR Performance Score Card*

## WHO SHOULD ATTEND ?

*Successful management of Human Capital requires collaboration and cooperation between many parts of the organisation, so this course is suitable for:*

- *HR Professionals: HR Leaders, HRBPs/ HR Generalists, Employee Relations & Customer Relations Team*
- *Business Leaders & People Managers*

**TAKE CHARGE OF YOUR LIFE. INVEST IN YOUR FUTURE**

## **WORKSHOP FACILITATORS:**

### **Ramesh Ranjan – Program Director**



*He is the Associate Professor at Xavier Institute of Management (XIME). He is a Business Consultant and an Executive Coach to CEOs & CXOs.*

*Till recently he was the Content Management Partner for NASSCOM – IIMB – Leadership Resource Centre and the Vice President HR @ Schneider Electric.*

*In a career spanning nearly 3 decades, he has been Head of HR and held leadership positions in India & globally in organisations like Schneider Electric India, American Power Conversion (APC), Chevron Texaco/Caltex India, Praxair India, Co Systems India, Indian Herbs & ITI.*

*He was the Vice President of NHRD Bangalore Chapter 2015-2017 and also the Honorary Secretary of the National HRD Network, Bangalore Chapter, member of the India HR Council of the AMCHAM, New Delhi, Member of the Roundtable of HR Directors of Petroleum Companies, and Member of the India HR Council of Conference Board.*

*He is a certified CEO / Leadership Coach, Mentor for Start-ups, Trainer , Blogger & a Speaker.*

### **Srinivas Surapani**



*Srini is the Vice President - Global Capability Center, CS, CI, Transformation & HR Performance at Schneider Electric India. He is responsible for all people based activity within Schneider, both at a strategic and a day to day operational level.*

*Handling a team of 80 he covers the full range of global HR functions including resource planning, recruitment, payroll and benefits, learning and development, performance management, legal compliance, administration, customer*

*experience and service, continuous improvement and HR projects. Earlier he was the Vice President of Commercial Excellence at Schneider Electric India.*

*He has earlier worked with organisations like XEROX, Sutherland Global Services, DSQ Software & Boston Software.*

**Dates:**

14,15,16 October (9.00 Am to 1.00 Pm)

**Fee Structure: -**

- Per Delegate- Rs 5,000/- + GST (18%)
- 15% Discount for 3 or more delegates from the same organisations.
- Early bird discount of 20% for Registrations with Payment done on or before 15<sup>th</sup> September 2020
- Academicians / Faculty : Rs.3000/- + GST (18%)

**Register Here :** <https://forms.gle/7AfCHrb4otTQu7jW6>

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**Mode of Payment:**

- Online bank transfer

**Bank Details:**

Beneficiary XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP  
Bank Name SOUTH INDIAN BANK  
Branch KORAMANGALA BRANCH  
Account No 0416053000000201  
IFSC Code SIBL0000416

**About XIME**

XIME is one of the top B-Schools of India, with excellent campuses in Bangalore, Kochi and Chennai. It has been founded in 1991 by a group of academicians headed by Prof. J. Philip, who is a former Director of IIM-Bangalore and a former Dean of XLRI. XIME's flagship programme is its two-year PGDM. XIME has a strong B-Schools network with some of the leading institutions in France, Germany, Italy, the U.S., Brazil, China, Russia and South Africa.

XIME received ACBSP accreditation (Accreditation Council for Business Schools and Programs of the United States), a milestone in the onward progress of the institution. XIME has found 11th place in the CSR ranking of Private B-Schools', 26th Rank among all B Schools of India by Careers 360 in Nov 2018 and A1 category by Business Standard published in December 2018.

**For further details, please contact**

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