

**And that is why employee satisfaction is so important**

If your employees are friendly and helpful and smile at the customer, they usually create a **positive impression of the company**.

**But:** Only friendliness that comes from the heart will have a positive effect on the customer. And it only comes from the heart when we actually feel it.

A friendly smiling mask hiding an unhappy, dissatisfied employee will be quickly exposed by customers as inauthentic.

**In concrete terms, this means:** If you want customer orientation to be lived within your company, **you need satisfied employees**.

**The concrete benefits of high employee satisfaction**




- **Motivation and productivity** grow
- **The service** will be excellent and your **reputation** will improve
- **Customer satisfaction** increases
- **Emotional customer loyalty** is strengthened
- **Stronger customer loyalty** also increases **profitability and growth**

**Employee-oriented leadership in six steps - Part 2**

**4. Give meaning to work**

For your employees it is not only important what they do but, above all, that their work has meaning. **Your task as a leader is to make this meaning clear to them, time and again.**

You can find out how to do this by clicking on the headlines.

✓ Show a share in success

✓ Challenge

✓ Giving room for manoeuvre

**The power of Web 2.0**

For many people, computers and the internet are now part of everyday life. And this includes using the internet to research and find out about products and services before deciding for or against a purchase.

**Customers much prefer to get information from other customers** than from a glossy brochure.

Information they get, for example:

- through **customer reviews** in online shops;
- on **blogs**;
- in **forums**; and
- on **social networks**.

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# Employee orientation is customer orientation

Managers who think and act in an employee-oriented manner ensure a positive working atmosphere. In addition, the manager is available as a contact person for advice in the event of difficulties.

What is the point of all this? Quite simply, a positive atmosphere has an impact on many other areas, such as cooperation with customers. On the next learning cards, you'll find out exactly how these areas are connected and how you too can learn to act in an employee-oriented manner and promote customer orientation among your employees.

Group of participants:

For managers of all levels as well as project leaders and decision makers who want to carry the positive mood from the inside to the outside.

Duration: **approx. 0,5 hours**

Language:  

## Learning objectives

- ✓ You know why satisfied employees make satisfied customers.
- ✓ You will learn why it is so important to think and act in a customer-oriented way.
- ✓ You will learn how you, as a manager, can model customer orientation.

## Contents

- What is employee orientation?
- Why do satisfied employees have satisfied customers?
- Why is customer orientation important for my company?
- As a manager, how do I exemplify customer orientation?
- How do I lead in an employee-oriented way?
- What factors support customer orientation?
- How do I improve my teams customer contact?
- How can I measure customer orientation?



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