



UNDERSTAND



JOURNEY

## Employee Experience Curves Formulation

Importance and performance data relating to employee expectations generated from VoE Research can be utilised to map 'as-is' and 'ideal/optimised' employee experience curves. By allocating VoE research scores to different employee journey 'moments', we can help the business:

- Understand the gaps that exist between 'as-is' and 'ideal' experience across all stages and phases of the employee journey
- Identify the touch points of greatest significance from a employee perspective (Moments of Truth)

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