



UNDERSTAND



RESEARCH

VoE

Research Programme

A Voice of the Employee Research Programme is typically a one-off exercise, which takes the business through a four-step process, namely:

1. VoE - Focus Groups
2. VoE - Qual to Quant
3. VoE - Surveys
4. VoE - Analytics

This helps the business to:

- Identify employees' expectations of a world-class provider and the relative importance of these expectations
- Understand the business' current performance against the expectations
- The mapping of importance and performance scores of the expectations to employee journey frameworks to understand current employee journey performance, ideal employee journey performance, moments of truth, pain

Jericho Consulting Limited

2 – 6 Boundary Row,

London,

SW1 8HP

+44 (0) 207 099 1950

info@jerichoconsulting.co.uk

 [@CustExpMan](https://twitter.com/CustExpMan)

<http://jerichoconsulting.co.uk>

JERICO