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Latest Developments In Research

Study Finds 'Spillover Effect' From Positive Employees

SALT LAKE CITY—Businesses looking for ways to increase sales and profits often overlook a critical component: employee engagement.

That is the message in a new white paper from Allegiance, a provider of enterprise feedback management solutions, based

here. Titled "The Spillover Effect," the paper is based on one of the largest research studies conducted on engagement, which found that one out of every 10 customers was hurt by disengaged employees. Written by Allegiance loyalty and engagement expert Dr. Gary Rhoads, the paper explores how employee engagement impacts a business in real dollars and suggests ways to capitalize on this opportunity.



According to Allegiance, emotionally engaged employees believe they are doing something valuable for their organizations and

that their efforts will make a difference. The positive feelings that employees have about their jobs and employers influence the level of service they give to customers. These positive experiences

"spill over" to customers, who become advocates for the company's products and services. This is referred to as the "Spillover Effect."

The paper identifies job enhancers that help create engaged employees, including:

- * Having a positive impact on the lives of customers and team members
- * Having opportunities for learning important new skills
- * Having the ability to offer suggestions

For info: www.allegiance.com.

