

# Cultural Daily

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## The Interplay Between Employee and Customer Experiences

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It's easy to think of your employees as being on one side of the wall and your customers on the other—the experience of one being at least partly obscured from the other. This doesn't have to be the case, though, and you might find that there's already a significant degree of overlap here.

The two experiences might be linked in subtle but surprising ways. Improving one could have a profound impact on the other, and that might help to adjust the approach that you're taking toward individual people in your business.

### Brand Perception and Reputation

Your brand reputation can be affected from either side, which makes those two sides inherently linked. If your employees are suffering in a workplace which is damaging their morale and mental health, they'll likely look for work elsewhere as soon as possible. If customers aren't happy about the service that they've received, they might complain or look to tell others about their experience.

This means that it's not enough to simply bolster one side or the other, you have to take a more united approach. Cultivating a [positive workspace](#) takes time and communication, with the importance of listening to employees being crucial. The same is arguably true of improving your customer experience, using customer insights gained through analytics and feedback to bring about effective change.

### Higher Ceilings of Work and Quality

You could take this through to its logical conclusion, however. Once your employees and customers are happy, why not improve things even further so that your brand stands atop the various options out there?

To employees, this might mean that you're presenting them with a good level of challenge that can improve their own professional development and further their careers, complete with training and the opportunity to rise through the ranks. The tools that this might entail, such as [docker extensions](#) for software developers, might then lead to a much more effective customer experience—one that sets a new standard. Passion and enthusiasm behind the work being done can do a lot to drive effective results. Understanding that can help you to continuously support this balance through your investments and targets.

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## Customer Service

This interplay might be most noticeable in the areas where your employees and your customers directly interact. Depending on your industry, the regularity of this is bound to change, but there will likely come a point when it happens, even if it's over channels like social media or webchat.

When it comes to something like hospitality, these interactions are regular, which means that unsatisfactory practices in your employees' working conditions might be more obvious to customers—something that can have adverse effects. Not only is the idea of your audiences becoming directly aware of a poor working environment potentially damaging for your brand reputation, but it could have an impact on the quality of [customer service](#) that your employees are providing, making them unwilling to provide their best work for a company that they feel is neglecting them.

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