



The Connection

Employee Impact on Customers



Employee-Customer Link
Happy employees lead to happy customers.

Average workforce
Highly engaged workforce is **21%** more profitable.



Employee Interactions
Positive employee attitudes enhance customer experiences.

Average workforce
Highly engaged workforce see **233%** greater customer loyalty.

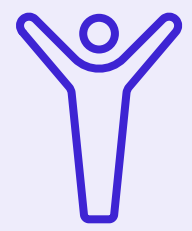


Unhappy Employees
Unhappy talent results in lower service quality and dissatisfied customers.

Regular employees
Satisfied employees are **12%** more productive.

Benefits of Employee Investment

Financial Benefits



Well-being Priority
Focus on employee well-being boosts customer satisfaction.

Increasing customer retention by 5% can boost profits by **25-95%**



Tools & Training
Proper resources enable better customer service.

Prioritizing employee and customer experience leads to **1.5 times** more revenue growth.



Engagement & Productivity
Satisfied talent is more motivated and productive.

Totally satisfied customers contribute **2.6 times** more revenue.

Nearshoring Advantages

Nearshoring Impact



Improved Working Conditions
Nearshoring offers better work-life balance and growth opportunities.

78% report improved customer satisfaction.



Localized Customer Service
Understanding local needs enhances service quality.

73% report improved satisfaction and retention.



Efficient Operations
Nearshoring provides cost savings and operational control.

Nearshoring offers **73%** cost savings compared to domestic operations.

Conclusion:

Best Practices

Focus on best practices boosts employee and customer satisfaction.

Mutual Benefits

Investing in employees reflects customer loyalty.

Effective Strategy

Nearshoring boosts both employee and customer satisfaction.

“The way your employees feel is the way your customers will feel. And if your employees don't feel valued, neither will your customers.”

— Sybil F. Stershic

Implementing nearshoring practices is a win-win strategy, ensuring satisfied employees and growing customers.

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