

Special Webcast

# Happy Employees Don't Equal Happy Customers

*Combining Employee and Customer Experience*

*Insights to Make Meaningful Change*

February 3, 2022

THE CONFERENCE BOARD 

Medallia



# Some of the critical questions and issues we will be answering today

- How customer and employee experience is bidirectional
- Demonstrating the value of employee experience to customer experience
- Which factors in EX and in the workforce drive CX
- How to take action to improve both EX and CX



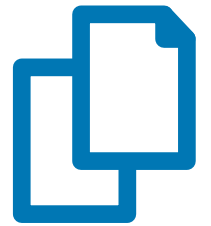
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# Making the most of the webcast



# Today's Speakers



**Melissa Arronte, Ph.D.**  
Employee Experience  
Solutions Principal  
*Medallia*



**Ian Cook**  
Vice President, People Solutions  
*Visier Inc.*



**Francine Parham**  
**(Moderator)**  
Senior Fellow, Human Capital  
Program Director,  
Sr. Human Resources Executive Council  
*The Conference Board*

How is your organization thinking about combining customer and employee experience?

- Actively starting to combine efforts
- Recognize the value, it's on the roadmap
- Not currently thinking about it
- Unsure

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# Upcoming Webcast Programming from The Conference Board



- [Human Capital Watch™: Navigating the Future of Work - CHRO Voices \(February 08, 2022\)](#)
- [9 Levers to Pull if You're Serious About Inclusion \(February 16, 2022\)](#)
- [Understanding Which Social Determinants of Health Impact Your Population \(February 23, 2022\)](#)

View all our upcoming webcast programs at  
<https://www.conference-board.org/webcasts/upcoming/>



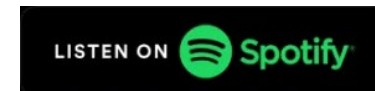


# NEW Podcast Series: CEO Perspectives - Insights for What's Ahead™



Hosted by our CEO, **Steve Odland**, this bi-monthly series features in-depth interviews with thought leaders from The Conference Board to provide business executives with data-driven insights to prepare them for what's ahead.

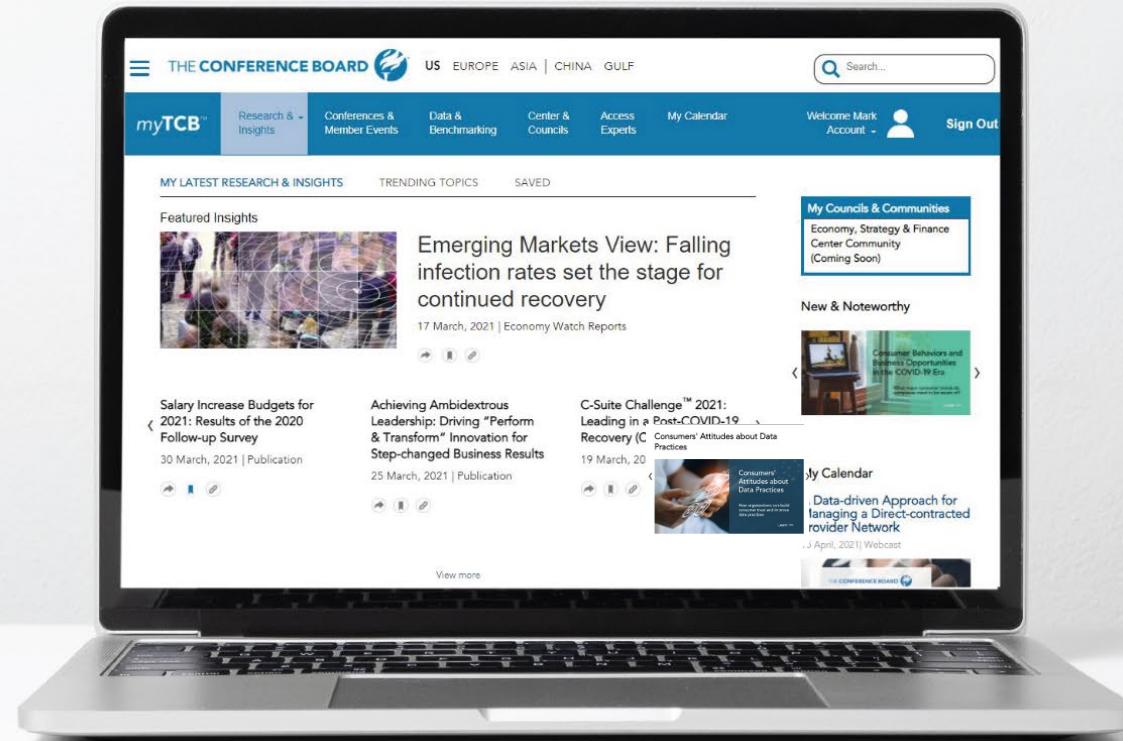
Available on our website at <https://www.conference-board.org/podcasts/ceo-perspectives-podcast> or on most popular podcasting platforms, including:



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Watch this short [video](#) to get started.



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VIRTUAL EVENT  
April 20, 2022



This event is Complimentary for The Conference Board members.  
Register now at [www.conference-board.org/chrosummit](http://www.conference-board.org/chrosummit)

