



## DOES EMPLOYEE SATISFACTION EQUAL GOOD CUSTOMER EXPERIENCE?



### Want to Improve Customer Experience? Focus on Employee Satisfaction

by: *Paul Cardis*



If I asked you how you could improve your customer experience today, what would you say? Would you guess that employee satisfaction plays a key role in how your customers experience your brand? By now, the link between employee satisfaction and customer experience is irrefutable. According to [Forbes](#), which has called employee engagement the “[wonder drug for customer satisfaction](#),” companies that lead in customer experience have 60% more engaged employees. Another impressive statistic? [Workplace Research Foundation](#) reports that employee engagement programs can increase profits by \$2,400 per employee per year.

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### Avid Ratings Takes Home 2018 TecHome Brilliance Award!

We are very proud to announce that the Avid Ratings team once again took home a TecHome Builder Brilliance Award, winning this year for our customer survey and ratings system! Our advanced data technology allows us to gather in-depth feedback which provides actionable insights to our valued customers.

We want to thank our entire team at Avid Ratings for all their hard work and dedication over the last year to make this award possible!





HOMES  
FOR HOPE



Homes for Hope is our homebuilding industry's charity that builds locally to end poverty globally. Builders across the U.S. in 2019 are expected to empower 50,000+ people with small business loans, savings services, and training in some of the world's hardest places. Homes For Hope has also been working closely with Avid Ratings client, Keystone Custom Homes, to build locally and fight poverty globally.

*"Let's teach a man to fish and feed himself for life versus let's just give him a handout."* - Mike Cahill, VP of Construction, Keystone Custom Homes

Join Avid Ratings along with our partner, Zillow Group, on **Wednesday December 12th from 1:00 - 2:00 PM CST** for our Metrostudy Consumer Insights Webcast.

Metrostudy's Consumer Segmentation expert, Paige Shipp, will be joining forces with the Director of Customer Insights for Zillow Group, Mary Kaye O'Brien, to teach attendees how to incorporate the features and design that new homebuyers desire now, position your marketing to capitalize on consumer demand, stand out in a crowded industry and so much more. Be sure to reserve your seat today!

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#### Upcoming Industry Events:

February 11-12, 2019: [Residential Construction Industry Conference Canada](#)

February 19-21, 2019: [NAHB International Builders' Show](#)

## Industry News

[Building Connected Homes in an Unpredictable Market](#)

[Midterm Wins Tally at Least \\$24B in Construction Bonds](#)

[The Next Trend in Roofing: Solar Tiles](#)

[Test Looks at the Benefits of Wearables for Construction Safety](#)

[Top 25 Builders Killing It Via Social Media](#)



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