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Methods, January (IAP) 2008 REALITY CHECK! 7

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Human Sigma is: • Rigorous: Based on research involving hundreds of companies, and over 10

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million employees and 10 million customers around the world. • Innovative: Cutting-edge management science supported by data, including brain imaging research into customer's emotional connections to the companies they love.

Human Sigma: Managing the Employee-Customer Encounter ...

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Flaming The Human Sigma approach is based on the following five rules: Rule 1: E Pluribus Unum. Employee and customer experiences cannot be managed separately; they must be managed together. Rule 2: Feelings are facts: Emotions are the driving force between the employee/customer experience. Rule 3: Think globally, measure and act locally.

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that the employee-customer encounter can be managed holistically. Human Sigma grew out of a multiyear, research-based initiative

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Flourishing designed to map the terrain of the employee-customer encounter. We identified ways to measure the effectiveness of the encounter, explored how those metrics could best be used, and assessed the benefits that could

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To address this problem, the authors have developed a quality improvement approach they refer to as Human Sigma. It weaves together a consistent method for assessing the employee-customer encounter...

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Strengthening the Employee-customer Interaction

Fleming and Asplund (2007) developed Human Sigma as a way to measure and manage the human systems of business. Human Sigma helps

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companies assess and improve processes that produce a known and predictable outcome—a highly engaged employee– customer encounter (Fleming & Asplund, 2007). Human Sigma assesses employee

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- The Human Sigma Management Approach takes human nature into account and then uses that knowledge to manage and motivate employees, and accelerate their development as well as to engage customers' emotions. 5 © 2012 ECC International The Human Sigma Path To

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Strengthening the Employee-Customer Emotional Engagement

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