

WHITE PAPER



Neuro-Insights for Enhanced Programming and Employee Experience



INTRODUCTION

The emergence of new technologies has provided a unique opportunity to revolutionize traditional business programs for BPOs and customer experience (CX) leaders. This shift allows for a more strategic approach and places an emphasis on the well-being of employees. IntouchCX is committed to increasing engagement for employees and driving stronger performance for our client programs. To understand what type of information resonates with our employees and how, IntouchCX participated in a pilot program with Immersion, a neuroscience technology platform that tracks a unique brain state of attention and emotional resonance.

Utilizing neuromonitoring tools, we can rethink how to manage the onboarding, training, and development processes by creating stronger program content. We can leverage moment-to-moment testing to drive meaningful change in our business, from enhanced workspaces and meetings to more engaging content and experiences for our employees.



The Power of Neuro-Insights

Neuroscientific insights measure people's reactions straight from a wearable smart device, such as an Apple watch. This information can be used to optimize and revolutionize everyday experiences by adjusting digital content and performance programs to drive engagement.

Neuromonitoring technology [measures](#) the state of deep emotional engagement or captivation with an experience or content in real time. Neurologic immersion includes two key elements: attention to the experience and emotional resonance. In instances of high immersion, the brain labels the experience or content as valuable and worth storing in memory for later use.

The system developed by Immersion can measure neurologic responses to any kind of experience by measuring nerve activity related to the heart, which is directly [correlated](#) with signals from the brain. Fitness sensors and smartwatches utilize photoplethysmography (PPG) technology to capture information on cardiac activity. These sensors enable the detection of nuanced changes in both heart and vagus nerve activity. Through sophisticated algorithms, neural signals are transformed into indicators predicting decisions and actions.

**THIS IS HOW EACH CATEGORY IS MEASURED,
ACCORDING TO IMMERSION'S UNIQUE RATING SYSTEM:**



Immersion measures what the brain values in real time and is indexed on a scale of 1-100. Because brains like to rest, it can be difficult to maintain high levels of immersion for long periods of time. Anything over 40 is good and anything over 65 is outstanding.



Psychological Safety measures how comfortable a person is during an experience, like the inverse of anxiety. The more safe someone feels, the more ready they are to immerse themselves in an experience. Like the immersion score, safety is indexed from 1-100.

Elevated immersion scores signify increased participant engagement with the content and enhanced performance. Similarly, higher psychological safety scores indicate heightened levels of safety and comfort within the provided environment.

Analyzing Immersion and Safety in the Workplace

[Research](#) shows that high levels of immersion correspond to a higher probability of meaningful behaviors. It is also consistently demonstrated that highly immersive content and experiences yield more of the behaviors that businesses aim to foster.

In our pilot program, we leveraged Immersion's technology to examine levels of engagement and psychological safety within our teams across multiple situations. Outlined below are three cases in which neuro-insights measured immersion and psychological safety in workplace settings.

- 01 All Hands** – a campus-wide meeting with IntouchCX team members in the Philippines
- 02 Global Loop** – a monthly company-wide session in which our leaders share and discuss core business strategies; neuro-insights were measured for team members in the Philippines
- 03 Next Normal Sync** – a regional meeting in the Philippines that entails operations and support leaders coming together to discuss team priorities, upcoming events, and news

Meeting Type	Content Type	Immersion Scores	Psychological Safety Scores
All Hands <i>(entire campus)</i>	Macro-level, high-level, organizational updates	83/100 Actual Score <i>(+24 points higher than the industry average)</i>	94/100 Actual Score <i>(+45 points higher than the industry average)</i>
Global Loop <i>(entire company)</i>	Macro-level, industry trends, company approaches, people-focused	74/100 Actual Score <i>(+10 points higher than the industry average)</i>	93/100 Actual Score <i>(+43 points higher than the industry average)</i>
Next Normal Sync <i>(regional leadership)</i>	Micro-level, team priorities	60/100 Actual Score <i>(-4 points lower than the industry average)</i>	45/100 Actual Score <i>(-5 points lower than the industry average)</i>

WHAT THE DATA TELLS US

Cases one and two indicated high immersion scores showing that our audience was emotionally connected and engaged with the content discussed, and were likely to remember and act on what they saw. The third case indicated that our audience found the content interesting, but it did not captivate them to the level IntouchCX or the industry typically expects.

When we delve into the actual content we showed our team members in these cases, we can narrow down to specific moments in which immersion metrics increased or decreased, allowing us to determine the type of content that impacts our teams' engagement and psychological safety metrics. For example, we learned that the way in which we communicate information that directly impacts our employees, such as their benefits and salary, needs to be adjusted to ensure their psychological safety.



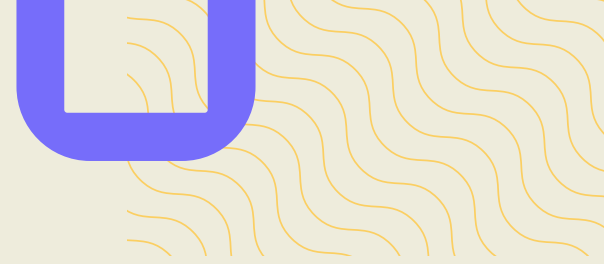
Elevating Programming Through Engagement

We aim to enhance training effectiveness by increasing employee engagement and well-being. The results from our Immersion pilot program reinforced the importance of focusing on adjusting content and closely monitoring associated metrics to identify areas for improvement. One example of this approach is reflected in our corporate emotional intelligence (EQ) training, where constructive working sessions yielded positive outcomes. During these training sessions, IntouchCX leaders at the director level and above were divided into smaller working groups. They had the opportunity to learn about EQ concepts and share unique experiences in small one- to three-person groups as well as with their larger cohorts. Relating the lessons to their own experiences and discussing future EQ applications enhanced the results.

Simplifying technology to prioritize the well-being of employees is also essential, understanding that an accessible technological environment contributes significantly to their engagement and efficiency. As part of our strategic goals, we aim to ensure that individuals not only receive information but actively absorb it while engaging with specific content. This proactive approach has implications for many organizations, as utilizing neuromonitoring tools can assist in refining training programs, streamline onboarding processes, and enhance communication to ensure sustained engagement.



From a human perspective, this may involve incorporating more in-person elements or exploring innovative ways to make virtual content more engaging and interactive. Traditional presentations, for example, are often less engaging since the audience has to listen and absorb a lot of information without interacting with or applying the content in a real setting. Moving beyond this is a strategy that aligns with our goal to develop training curriculums for our clients' programs, emphasizing the importance of delivering content that is both informative and captivating.



Leveraging Neuromonitoring to Enhance the Workplace

Envisioning the future, we aspire to cultivate an enhanced work environment not only for IntouchCX employees but also for our partners' programs. Harnessing neuro-insights, we aim to enhance the specific content and experiences that effectively engage our workforce and foster psychological safety. This, in turn, directly contributes to improved performance. These invaluable insights empower us to achieve the following:



WORKSPACES THAT INSPIRE

- Measure workspace happiness
- Understand home working suitability
- Create workforce schedules that foster productivity
- Design digital experiences that engage great user experiences
- Create working models that protect psychological safety



MEETINGS THAT MATTER

- Deliver impactful meetings that resonate with the audience
- Motivate teams with Town Halls that inspire
- Upskill leaders with the power to communicate with confidence
- Delight clients with site visits that make great first impressions
- Nail new prospects with sales pitches that are on point

CONTENT THAT PIQUES CURIOSITY

- Create a community of brand fans with content that engages them
- Stimulate curiosity with campaigns and content that attracts new prospects
- Influence social proof with posts that drive engagement and brand affinity
- Test UX, PX and CX to optimize first response impact for users

EXPERIENCES THAT EXCITE & DELIGHT

- Attract great talent with onboarding experiences that excite
- Train staff with materials that inspire learning and creativity
- Coach EX with impact to ignite great customer experiences
- Curate customer engagement that results in obsession and happiness

Employees are at the heart of any business's success. These strategies help to build stronger engagement and psychological safety, which can contribute to higher employee satisfaction and ultimately performance. Supporting employees with the right tools to progress and thrive enable organizations to drive productivity and efficiency while ensuring their teams are taken care of.

Engaging the Teams of the Future

IntouchCX is committed to enhancing engagement and well-being for employees and to driving stronger employee and program performance. To do this, we leverage partner technologies such as Immersion as well as other internal proprietary programs. Our pilot program with Immersion illuminated an opportunity for us to enhance our employee engagement strategies within our organization as well as our partner programs. This has enabled us to rethink how to manage the onboarding, training, and development processes by creating stronger program content.



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About IntouchCX

IntouchCX is a global leader in customer experience management, digital engagement, and AI and automation solutions. We immerse ourselves in your world with curiosity, creativity, and innovation to deliver exceptional results. For over 20 years, we have scaled with soul to become a disruptive industry leader by building trusted long-term relationships with our brand partners and empowering our people to drive positive change. To learn more about us, visit intouchcx.com.

About Immersion

Value Measurement from Immersion Neuroscience Inc. taps into what brains love, measuring what resonates as events unfold and the results let you predict what people will remember and act on with a stunning degree of accuracy. To find out more, visit getimmersion.com.

