

Service Culture

Organizations that focus on the customer first and create true customer loyalty that goes far beyond mere satisfaction derive great benefits in terms of repeat business and superior financial performance. Front-line, customer-facing employees play a critical role in creating a great service experience. Building a culture of service requires investment in the hiring, training, and rewarding of employees and ensuring organizational alignment around the customer service mission.

Service cultures put the customer first with clarity of purpose, mission and messaging. The service experience itself — the interaction between the customer and the employee — is a critical component. Great brands create a positive emotional connection with their customers. Your brand and service reputation are built one interaction at a time. That means that having the right people interacting with your customers is critical to business success. To build a service culture, you need to focus on hiring, onboarding, training, developing and rewarding the right behaviors.



***The best way to build a brand
is one person at a time***

***-Howard Schultz
Chairman & Founder, Starbucks***

Hire for attitude and train for skills – great service is an attitude, a style, a way of being. To create a great service experience, you have to start with people who have service DNA and then teach them the skills they need to perform their jobs effectively. And while all people matter, leaders matter most. The leader sets the tone and provides the example – the role of the leader in creating a great service culture cannot be underestimated. The right leaders create engaged, service-oriented associates who take care of customers so that the bottom line takes care of itself.

Michelle has extensive experience working with numerous customer-facing organizations to define and build a service culture through a multi-pronged approach focused on recruiting, selection, training and development, communication, rewards, and recognition. Her experience includes work with retailers, hotels, restaurants, utilities, telecommunications, financial services, and consumer goods organizations to transform the service mindset and, therefore, the resulting service experience at all organizational levels.