

Building a World Class Service Culture



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Why Bother?

Lost revenue
Lost customers





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Do The Math

10 bad experiences per day – they tell at
least 2 other people = 30 customers x your
ticket price (say \$15) = \$450/day lost or
\$164,250 per year!



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Examining Your Culture

Examining your current culture

Do you have a world class service culture?

“Put the customer first”

AKA: Customer centricity, customer-focused, customer's first

Examining your current culture

“You are on the outside what you are on the inside.”

Herb Kelleher, former CEO,
Southwest Airlines

Examining your current culture

Culture of Fear?

Culture of Control?

Culture of Disrespect?

Culture of the Almighty Dollar?

Culture of Uncertainty?

Culture of Service !!!!



Examining your current culture

TIPS

360 Feedback

Visitor surveys

Listening and observing





External Customer
Who is your visitor? *Really?*

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Who is your customer?



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What do your customers value?





Research

Photo Credit: Jeff Miller / iStockphoto.com University Communications



Visitor Experience

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Have you defined your visitor experience?

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TIPS

- ✓ Examine your brand “touchpoints”
- ✓ Undertake tracking studies

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TIPS

- ✓ Analyze your visitor experience – highs and lows.
- ✓ What's the story you want to tell?

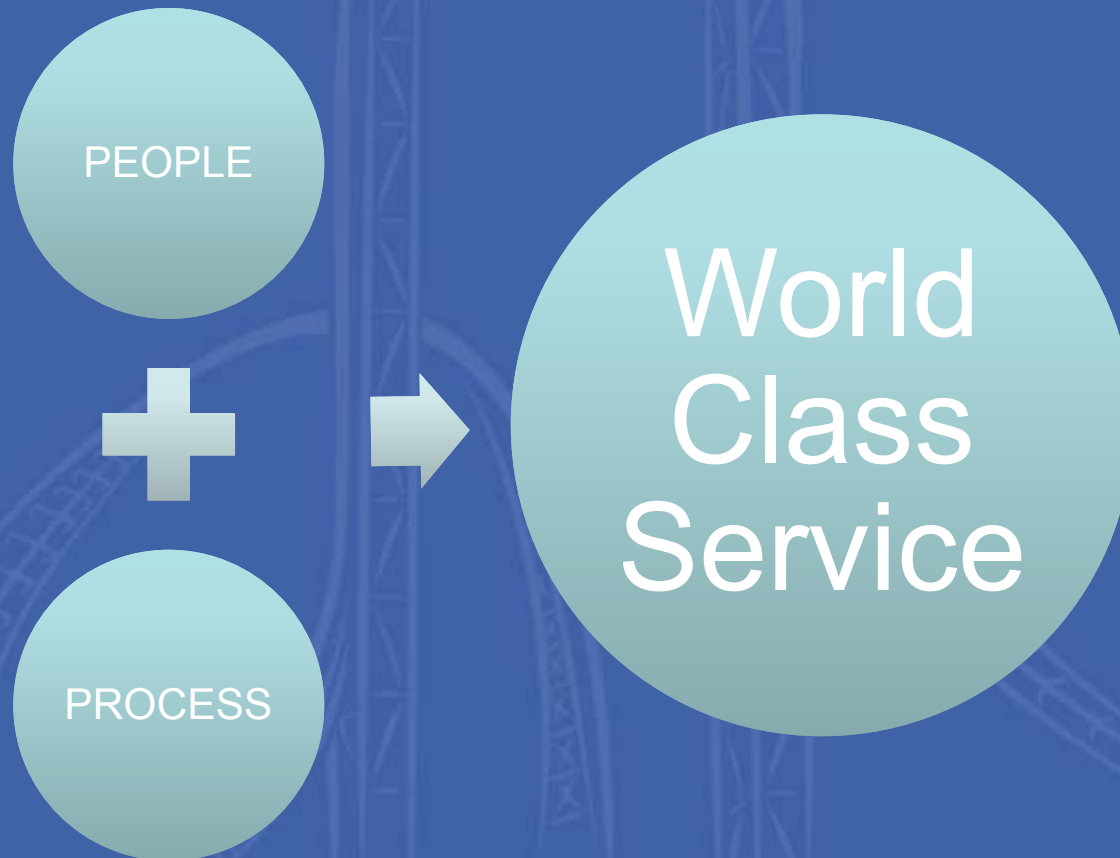


People and Processes

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TIPS

Have you hired for world class service?

Do you reward world class service?

Technology

Processes

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TIPS

The 3“C’s”

Celebrations

Communication

Collaboration

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LISTENING TIPS

Evaluation Plan

Visitor Listening Strategy

Employee Feedback



Summary

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Thank you!

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A Different View

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