Building a World Class Service Culture
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Why Bother?

Lost revenue
Lost customers

Closed
Building a World Class Service Culture

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!
Building a World Class Service Culture

World Class Service

- Culture
- External Customer
- Internal Customers
- Visitor Experience
- Processes
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?
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
Creating a Culture of World Class Service
Creating a Culture of World Class Service

PEOPLE + PROCESS → World Class Service
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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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World Class Service

Processes

Visitor Experience

Culture

External Customer

Internal Customers
Thank you!

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