

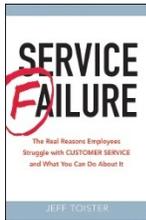
# The Journey to a Customer Service Culture

Most successful companies have one thing in common: a customer-focused culture.

A strong culture helps guide employee performance, shapes strategic decisions, and ultimately becomes part of the organization's brand. This leads to more referrals, increased customer retention, and improved operating efficiency.

Creating a customer service culture requires more than writing a clever slogan at an off-site management retreat. It's a never-ending journey that takes hard work, dedication, and a commitment at all levels of the organization.

## Overview



This entertaining and informative presentation shares the three essential elements that leading companies use to develop customer service cultures. Based on the book, *Service Failure*, the presentation utilizes experiential activities to help participants experience ways that culture can guide employees' actions. Practical solutions and real-life examples are provided to help participants generate actionable ideas that can be implemented in their own organizations.

## Takeaways

Participants will gain the following:

- Experience ways that culture can influence our employees' actions.
- Examine the three essential elements of a customer service culture.
- Develop strategies for integrating each element into their own organization.



### **About Jeff Toister, CPLP, PHR**

Jeff is the author of *Service Failure: The Real Reasons Employees Struggle with Customer Service and What You Can Do About It*. He is also the author of several training videos on lynda.com including *Leading a Customer-Centric Culture*, *Managing a Customer Service Team*, and *Customer Service Fundamentals*. His company, Toister Performance Solutions, help clients improve customer service.

Jeff is a dynamic and engaging speaker and nationally-recognized employee training expert. He is a member of ICMI's Top 50 Contact Center Thought Leaders on Twitter.

Jeff has a Certified Professional in Learning and Performance (CPLP) credential from the Association for Talent Development and a Professional Human Resources (PHR) certification from the Human Resources Certification Institute.

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