

The Journey to a Customer-Focused Culture

Most successful companies have a knack for getting employees absolutely obsessed with customer service. Their secret is 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 many benefits that generate better bottom line results:

- Increased customer loyalty
- Increased word-of-mouth referrals
- Fewer customer complaints

This entertaining and informative presentation shares three essential elements that leading companies use to develop customer-focused cultures. It incorporates a blend of experiential activities, examples from top companies, and cutting-edge research to help participants generate ideas to get their own employees obsessed with service.

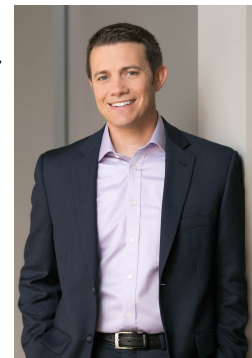
Audience Value

Participants will gain the following:

- Experience three ways that culture can influence our employees' actions.
- Identify three essential elements of a customer-focused culture.
- Discover tools to help you get your employees obsessed with service.

Biography

Jeff Toister is the bestselling author of three books, including *The Service Culture Handbook: A Step-by-Step Guide to Getting Your Employees Obsessed With Customer Service*. More than 140,000 people on six continents have taken one of his training programs on LinkedIn Learning. Jeff has been recognized by Global Gurus as a top 30 customer service professional in the world. Unymira and Panviva have both named Jeff a top customer experience influencer.



Testimonials

"It's rare to find a speaker like Jeff that can deliver something that's as meaningful as it is engaging." - Customer Service Manager

"When I wanted to hire someone to talk about customer service who would bring great energy, I immediately thought of Jeff." - Senior Director, Talent Management

"This was a great presentation - very informative and interactive. Jeff was a very engaging speaker." - Vice President, Customer Care Center

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