Culture Keynote

Capturing the Power of a Superior Service Culture: Creating a Sustainable Competitive Advantage

Speech Description

In a world where customers and staff have increasing options, companies with a powerful service reputation and  
 an Uplifting Service culture are attracting and retaining the best talent, achieving market leadership and enjoying sustainable success. In fact, building a service-focused culture today is no longer an option — it’s a competitive necessity.

This session provides senior executives with the opportunity to step back and answer the question, “Is the service culture that exists in my company today providing me with a strong competitive advantage for tomorrow? If so,  
what can I do to keep it growing stronger? And if not, what can I do to make it better right now?”

Packed with case studies and best practice examples from companies around the world, Capturing The Power   
Of A Superior Service Culture shows you why some organizations succeed beautifully – and others fail miserably. Participate in this presentation to find out what works, what doesn’t, what your organization should do, and  
what you must avoid.

Key Learning Points

* Why an Uplifting Service culture earns you a sustainable advantage.
* How to engineer your service culture with a proven three-part architecture and implementation roadmap.
* How to align The 12 Building Blocks of Service Culture™ to get more impact from the activities you are  
  already doing.
* How to track, improve and measure the value of your service culture.
* Why a weak service culture leads to more complaints, lower margins and higher staff turnover –   
  and how you can avoid these problems.