

## I BELIEVE SERVICE

culture creates a better  
place for everyone to  
work and achieve.



### 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.