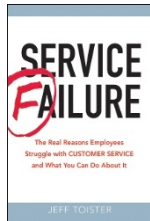


The Journey to a Customer-focused Culture

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 in turn leads to more referrals, increased customer retention, and improved operating efficiency.

Creating a customer-focused 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-focused cultures. Based on the book, *Service Failure*, the presentation utilizes experiential activities to help participants experience first-hand how culture can guide employees' actions. Practical solutions and real-life examples are provided to help participants generate actionable ideas 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-focused 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*. His company, Toister Performance Solutions, help clients improve customer service. Jeff is a dynamic and engaging speaker and is a nationally-recognized employee training expert. He has a Certified Professional in Learning and Performance (CPLP) credential from the American Society for Training and Development and a Professional Human Resources (PHR) certification from the Human Resources Certification Institute. Jeff is a Past President ASTD's San Diego chapter, where he received the WillaMae M. Heitman Award for distinguished service.

Contact Jeff to book him for your event:

jeff@toistersolutions.com ♦ (619) 955-7946 ♦ www.toistersolutions.com