Creating a customer service culture

How to build a strong customer service culture?

Does your company prioritize customers or profits?
Are your customers place at the center of all your business operations?
How to build a strong customer service culture?

What is service culture?

Customers are obsessed with a company's service culture because this company's employees are equally obsessed with providing them with excellent service.

Making sure the people who pay for a company's products or services are delighted means going above and beyond.

The reason for doing so is not only good business sense, but it is also an excellent way to differentiate from competition, especially in crowded marketplaces.

SWISS Excellence

Service culture: why it is important?

To be successful, a business needs to have both a customer service model and a strong company culture. Why?

All other factors remaining equal, a customer-centric approach has been found to boost revenues, benefit stock price performance and improve business viability overall.

It is also worth mentioning its positive effects on the company's reputation and increased employee motivation.

1 Define great customer service

Reflect your company's commitment to excellent customer service within your mission, vision and brand promise.

By doing this, it is clear to customers and employees that excellent customer service is the company's top priority.

2 Engage your employees

The foundation of your service culture lies in your human resources practices; from hiring to incentives.

Make sure you hire the best employees who will live out your customer service vision.
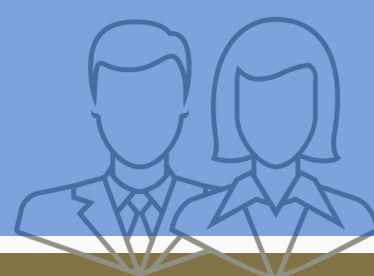
3 Establish customer service guidelines

Setting guidelines provides clear expectations for a company's customer service team.

It is necessary to include adequate training and development principles in the guidelines for the customer service team to achieve the desired results.

4 Implement customer service training

Offering adequate customer service training to the sales or service teams will engage and empower them to deliver upon the company's customer-centric mission.

The company will benefit from a motivated team, and it will help its employee retention.

5 Set customer service goals

Set goals based on the company's customer service vision and guiding principles to allow for continuous monitoring.

To best measure performance, using data acquired through customer surveys for example can bring useful insights.

Ready to explore EXCELLENCE further?

Discover our
Service Excellence
toolkit