

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 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 implement in their own organizations.

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.
- Checklists and tools to help you immediately implement these concepts.

Biography

Jeff is the author of *The Service Culture Handbook: A Step-by-Step Guide to Getting Your Employees Obsessed With Customer Service*. He has also written and starred in 15 training videos on Lynda.com including *Leading a Customer-Centric Culture*, *Managing a Customer Service Team*, and *Using Customer Surveys to Improve Service*. He is a member of ICMI's Top 50 Contact Center Thought Leaders on Twitter and a Global Gurus Top 30 worldwide customer service professional. His company, Toister Performance Solutions, helps customer service teams unlock their hidden potential.



Testimonials

"I know the results are happier customers and employees. I can see it on our bottom line." - President/CEO

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

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