

What does the term “Creating a Culture of Service Excellence” mean?

This is a term that is very loosely used. However, it simply means to create a work environment where the following attributes exist and are woven into every aspect of the organization: trust, teamwork, high value on employee empowerment, uncompromising consistency in products and service, high value on customer loyalty, intense emphasis on quality, and focus on proper problem resolution to create a win-win for the customer and the company.

Creating a culture of service excellence means that all of these attributes or common behaviors exist within your organization everyday, and that your employees see continuous improvement in these areas as a means to sustain this culture. The by-product of creating and sustaining a culture of service excellence are: superior products and services that are world-renowned benchmarks, 100% employee engagement, greater leadership effectiveness, fewer customer problems and defects (internal and external), elevated levels of customer loyalty, and ultimately increased revenue and profits.