

CUSTOMER DRIVEN CULTURE

DOES YOUR BUSINESS ENVIRONMENT SATISFY BASIC HUMAN NEEDS?

- 1. SURVIVAL.**
- 2. SENSE OF BELONGING.**
- 3. POWER.**
- 4. FUN.**
- 5. FREEDOM.**

SO THAT EMPLOYEES:

- LOOK FORWARD TO COMING TO WORK EACH DAY.**
- DERIVE SATISFACTION OUT OF WHAT THEY ACHIEVE.**
- ARE RECOGNISED FOR THEIR PERFORMANCE.**
- ENJOY WORKING AS A TEAM.**
- HAVE FUN ALONG THE JOURNEY.**

'CAN DO ATTITUDE'

INCULCATE A 'CAN DO' ATTITUDE INTO THE CULTURE.

HUMAN NATURE BEING WHAT IT IS, WE DERIVE IMMENSE SATISFACTION FROM SAYING 'NO' WHEN WE HAVE A LEGITIMATE OR PERCEIVED LEGITIMATE REASON FOR DOING SO. SAYING 'NO' GIVES US A SENSE OF AUTHORITY AS MOMENTARILY WE ARE IN FULL CHARGE OF A SITUATION, IRRESPECTIVE OF OUR STATUS WITHIN THE BUSINESSES HIEARCHRY.

IT IS MUCH MORE CHALLENGING TO FIND A SOLUTION TO A CUSTOMERS NEED BY BEING INNOVATIVE AND ACTIVELY SEEKING WAYS AVOIDS SAYING 'NO'.

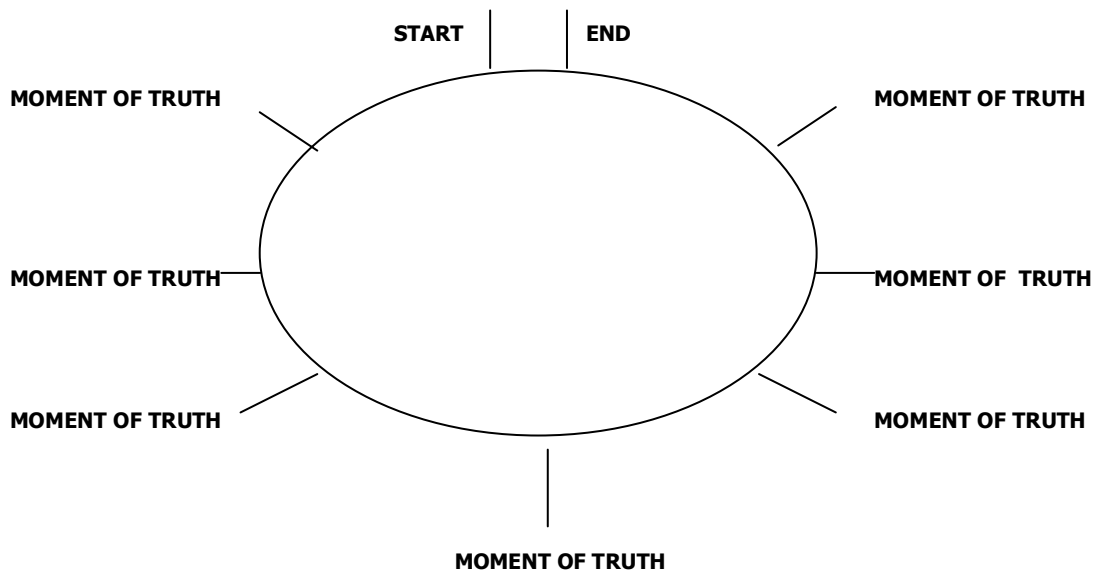
"THE ONE WORD A CUSTOMER DOESN'T WANT TO HEAR IS NO".

**JACK WELSH CEO
GENERAL ELECTRICS.**

MOMENTS OF TRUTH

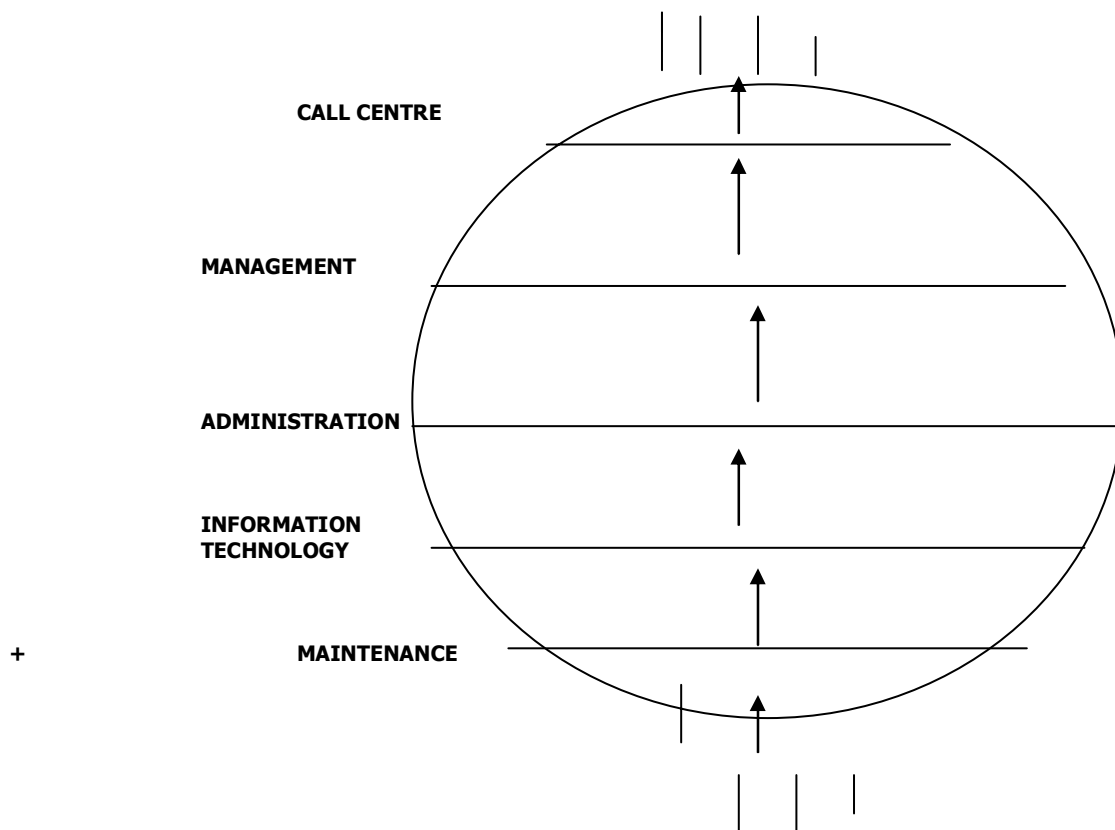
IDENTIFY EVERY SINGLE CUSTOMER CONTACT. THEN MAKE EACH CONTACT AN ABSOLUTE TRIUMPH.

CYCLE OF SERVICE



CYCLE OF SERVICE USING A SPORT METAPHOR

THE DIAGRAM BELOW ILLUSTRATES THE CONCEPT OF TEAM WORK IN A BUSINESS ENVIRONMENT.



“YOU CAN’T KICK GOALS IF YOU DON’T HAVE THE BALL”

USING A SPORT METAPHOR

SPORT PROVIDES WONDERFUL METAPHOR'S FOR ILLUSTRATING HOW A BUSINESS TEAM CAN DELIVER SERVICE EXCELLENCE AND IMPROVE GENERAL PRODUCTIVITY.

EVERY TEAM MEMBER, IRRESPECTIVE OF THEIR PARTICULAR JOB, IS A KEY PLAYER AND SHOULD BE EXPECTED TO CONTINUALLY MOVE THE BALL TOWARD THE GOAL LINE SO THE FORWARDS CAN KICK GOALS. EVERY CUSTOMER CONTACT MUST BE A TRIUMPH.

MARKETING THE PROCESS TO THE TEAM

THE MOST IMPORTANT MARKET OF ANY BUSINESS IS THEIR EMPLOYEES. IF YOU CAN'T CONVINCE YOUR EMPLOYEES THEY WORK FOR A VERY SPECIAL COMPANY THAT EXCELLS IN THE PROVISION OF HIGH QUALITY PRODUCTS AND SERVICE, IT'S UNLIKELY YOU WILL CONVINCE CUSTOMERS TO CHOOSE YOUR BUSINESS OVER COMPETITORS.

EFFECTIVE AND CREATIVE MARKETING OF THE COMPANY AND ITS OBJECTIVES TO ALL EMPLOYEES IS AN ESSENTIAL INGREDIENT OF MODERN DAY MANAGEMENT.

OWNERSHIP OF THE CHANGE PROCESS

TO IMPLEMENT CHANGE OR ADD NEW PRODUCTS OR SERVICES EACH EMPLOYEE MUST UNDERSTAND THE REASONS FOR DOING SO, AND HOW THESE CHANGES WILL BENEFIT THE BUSINESS AND ULTIMATELY THE EMPLOYEE. THIS REQUIRES EFFECTIVE CREATIVE MARKETING EVERY STEP ALONG THE WAY.

IT ALSO HELPS TO ASSIGN GENERAL OWNERSHIP OF THE CHANGE PROCESS TO A TEAM REPRESENTING THE VARIOUS DIVISIONS AND DEPARTMENTS OF THE BUSINESS..

THE TEAM SHOULD BE CAREFULLY BRIEFED ON THE BROAD OBJECTIVES OF THE PROPOSED CHANGES AND THE REASONS FOR THEM.

MONITORING

DURING THE IMPLEMENTATION PROCESS THE IMPACT OF EVERY CHANGE SHOULD BE MONITORED CAREFULLY, DRAWING ON FEEDBACK FROM EMPLOYEES AND CUSTOMERS ALIKE. DON'T BE AFRAID TO MAKE ADJUSTMENTS WHEN NECESSARY, AS EVEN WITH THE BEST LAID PLANS TEETHING PROBLEMS CAN OCCUR.

ON GOING MONITORING OF TEAM MEMBERS PERFORMANCE IS ESSENTIAL AS IS THE MEASURING OF ALL PROCESSES. FOCUS GROUPS, QUALATIVE AND QUANTATIVE RESEARCH ARE AN ESSENTIAL MANAGEMENT TOOL.

IF YOU CAN'T MEASURE IT, YOU CAN'T FIX IT.