BUILDING A CULTURE OF SERVICE EXCELLENCE
Building a Culture of Service Excellence

Agenda

- Welcome and introduction
- Definition of culture of service excellence
- Overview of culture of service excellence roadmap
- Discussion of roadmap components
- Questions and answers

Presented by:
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Create Service Vision

- What is your service vision?

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Select the Right People

- If you are a destination, what unifying principles would you like to see from your stakeholders? Are your principles aligned with your service vision?

OR

- If you are a business, what “non-negotiables” do you have when selecting employees? Are your “non-negotiables” aligned with your service vision?

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Engage the Right People

- If you are a destination, what strategies do you use to engage your stakeholders?
  OR
- If you are a business, what strategies do you use to engage your employees?

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Profile Key Customer Segments

- Which methods do you use to connect with your customers (face-to-face, phone, e-mail, social media) to learn about their experiences, expectations and desires?
- Are these the most effective methods to reach your customers? What other methods might be used?

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Map Customer Experience

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Measure Success

- What metrics do you have in place?
- Are these metrics aligned to where you want your culture of service excellence to be in the future?