EHL
Advisory Services

TOP 5 DRIVERS OF A SUCCESSFUL COMPANY SERVICE CULTURE

COMMITTED TO SERVICE EXCELLENCE

7 out of 10 customers will spend more with a company if it delivers outstanding service.

WHAT
our customers experience

HOW
the customer experience is created

1. LEADERSHIP AND COMMUNICATION

How a company's leadership communicates the brand purpose and vision influences how employees exemplify these values with each other and with customers.

2. ORGANIZATIONAL VALUES

Organizational values are the backbone of any company culture. For these values to transcend into excellent customer service, they must be meaningful and beneficial to employees.

3. HUMAN ASSET

If creating a service culture is your business's goal, you will have to first invest heavily in your people. Career development, reward, open communication and culture are all key.

4. COMPANY STRUCTURE

The existing organizational structure must support and allow the formation of a service culture. Company structure defines who is in authority, how communication flows and how frequently it happens.

5. PERFORMANCE MANAGEMENT PRACTICES

For service culture to take root, your company must seek continuous improvement. Performance management practices lie at the core of this improvement and involves regular two-way employee feedback, coaching and upskilling training.

Learn more about Customer Experience and discover our Service Excellence Toolkit