

# THE CUSTOMER- FOCUSED CULTURE

*Building trust from the inside out*

A three-month development program.  
Created for your employees.  
Facilitated by your employees.

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# THE CUSTOMER-FOCUSED CULTURE

## BUILDING TRUST FROM THE INSIDE OUT

Imagine what your business would be like if every customer was not only loyal to you, but they also raved about your business to friends and family, insisting they should do business with you as well? Customers become loyal like this when they believe they are getting great value.

The employees in your organisation - the people who produce the products and provide the services – determine the value that your customers experience, and how loyal they will become.



### Why is a customer-focused culture important?

Customers become loyal not just because of the quality of your products. They become emotionally connected as a result of the relationships they develop with employees who treat them with respect, show their appreciation for the business and deliver their best in every interaction.

### Is this just another training program?

The Customer-Focused Culture is **not a customer service training program**. It is a strategic initiative designed to commit all employees to deliver value to your customers that your competitors will not be able to match. **The investment pays off** in the savings made from reducing employee and customer turnover, from the increased sales through existing customers, and the new referral business you will obtain on account of the consistent positive customer experiences.



## The Customer-Focused Culture

is designed to help companies develop employees' skills to build stronger trust relationships with one another and in turn build stronger trust relationships with customers. The result is a sustained environment of mutual respect, greater employee engagement, reduced employee turnover and consistent first-class customer service.

### What's different about it?

This is employee development with employee ownership. The key to the success of this program is that **the six work sessions are facilitated by employees** – not managers, supervisors or qualified trainers. The managers nominate “informal leaders”: people who are respected by their peers, and have good communication skills. These informal leaders are then invited to participate in a two-day train-the-trainer where they will learn to facilitate the six sessions and engage in practice.

### My employees are happy enough. We perform well on engagement surveys. What extra will this program offer?

We know from our research that all employees want to perform – to do their best every time. This program goes beyond engagement and gets all employees focused on delivering value to the customer, day after day. The focus is on building trust-based relationships internally and externally, and on taking responsibility for their performance.

