3 Steps to Creating a Culture of Customer Service Excellence
# Culture of Service Excellence

## Table of Contents

1. Why a Culture of Service Excellence is so Critical to the Success of your Organization
2. Why most Organizations Struggle to Create a Culture of Service Excellence
3. The Dynamic Achievement 3 Phase Approach to Creating a Culture of Service Excellence
   - Phase 1: Mindset for Service Excellence
   - Phase 2: Skills for Service Excellence
   - Phase 3: Sustaining Service Excellence
4. Your Culture of Service Excellence Health Check
5. Why Choose Dynamic Achievement
   - a. Business Strategy and Corporate Culture Expertise
   - b. High Impact Solutions, Accelerated Performance and Lasting Change
   - c. Unique Program Design
   - d. Real, Measurable Results
   - e. Performance Excellence Guarantee
6. Conclusion
7. Contact Us to Get Started
1. Why a Culture of Service Excellence is so Critical to the Success of Your Organization

In the business world today there exists a heightened expectation of service quality. Customers are 100% self-focused, have become increasingly accustomed to instant gratification, and are increasingly critical and vocal about poor service. Negative customer service experiences reach the ears of twice as many people as positive ones (and that doesn’t take social media into account). On top of which, for every customer that complains, another 26 stay silent but simply stop doing business with a company.

Competition to attract and retain customers is getting tougher, and the quality of the service rendered and received is just as important as the quality and price of a product. Due to competition, product and price as differentiators are being compressed, and the customer experience is the competitive battleground.

Despite all the money and efforts many companies put into improving quality service, the results rarely live up to the customer’s expectations. What is missing?

The key to consistent high performance in a service business is an understanding of the 6 KEY PRINCIPLES of service excellence as outlined below:

**Principle 1:**

In a service industry, the final stage of production takes place at the point of sale.

The experience of the quality and the nature of the product purchased at the point of sale depends on the quality of the interaction between the customer and the service employee(s). The successful company is the one whose customers feel that in their end-to-end experience with staff, they receive real value over and above the “product” actually purchased.

The key feature of customer service professionals in such organizations is that they feel confident about being supported by the company and its management for providing a high quality of service that satisfies the customer’s needs.

To ensure that ‘the final stage of production takes place at the point of sale,’ managers in service industries need to realize that their roles differ markedly from the traditional roles of managers in other industries. (Specifically, a leader in a customer intimate business must lead differently to a leader in a product innovation or an operationally excellent business. Different strategies require different cultures, which requires different styles of leadership).

In a customer intimate, customer driven and customer driving business, what is needed is an appreciation that the task for management - particularly middle management - is not to command and control, but to create a climate within which the staff can exercise their initiative in identifying and satisfying customer needs.

To be effective, all service professionals need to know enough about the customer to understand what expectations they may have, and to know enough about the company to understand what they can provide (products) and where to go for support or advice (support systems). Most crucial of all, they need the confidence to know that they have the full
support of management in their task. Despite this, it is regrettably commonplace to hear staff saying of management: “They say they want us to put the customer first, but they don’t really mean it.”

To further ensure that ‘the final stage of production takes place at the point of sale,’ staff commitment and understanding can be fostered by involving front line service people more in decisions. There are two main strands to this:

1. Organizationally, more and more companies are recognizing the need to have a flatter pyramid with fewer decision levels and the main emphasis on decisions being at the retail customer facing level with only two levels above.

2. The other strand is to modify the style of management. What organizations need is participative management at operational levels. Staff can fruitfully be much more involved in activities and decisions which tend to be reserved for specialists or for management.

Principle 2:

In a service industry, marketing cannot be the sole preserve of a marketing department. Marketing is everyone’s responsibility.

A focus on product, price, or promotions alone cannot sustain a competitive advantage. Effectiveness in the market place depends ultimately on internal effectiveness - the ability of the organization to deliver high quality service throughout the organization to the customer.

Service industries sell services, not just products. To do this effectively and profitably calls for the major emphasis to be placed on the interaction between the service professional and the customer. The customer interface is critical. Increasingly, the market place is opting to do business with those organizations who serve and declining to do business with those who merely supply. If the focus of your business is not to serve the customer better than any other company, you won’t get the business – and don’t deserve it.

To quote Jan Carlzon, former CEO of SAS Group: “We have 50 thousand moments of truth out there every day.” A moment of truth is an episode in which a customer comes into contact with any aspect of the company, however remote, and thereby has an opportunity to form an impression.

The problem and the challenge from this point of view are that moments of truth often take place far beyond the immediate line of sight of management. Since managers cannot be there to influence the quality of so many moments of truth, they must learn to manage them indirectly by creating a culture of service excellence and customer friendly systems that reinforce the idea of putting the customer first.

Managing the service experience means having as many of the moments of truth as possible come out well so that the customer has no desire to go anywhere else.
Every time a service organization performs for a particular customer, the customer makes an assessment of the quality of the service, even if unconsciously. The sum total of the repeated assessments by this customer and the collective assessments by all customers, establish in their minds the organization’s brand in terms of service quality. We can think of the customer carrying around a kind of report card in his or her head which is the basis of a grading system that leads the customer to decide whether to partake of the service again or to go elsewhere.

Principle 3:
When the moments of truth go unmanaged, the quality of service regresses to mediocrity.

An effective service company must show evidence that it really does have something special to offer. Especially in industries where customers don’t really see any important differences in the choice of product or service they are buying.

Three important characteristics differentiate outstanding service organizations from mediocre ones. They are:

1. A Well-Conceived Strategy for Service
   Outstanding organizations have discovered, invented, or evolved a unifying idea about what they do and why they do it. This service strategy directs the attention of people in the organization towards the real priorities of the customer.

2. Customer-Oriented Frontline People
   Managers of outstanding organizations have encouraged and helped the people who deliver the service to keep their attention focused on the needs of the customer. This leads to a level of responsiveness and attentiveness that makes the service superior in a customer’s mind and compels him or her to come back for more and tell others about it.

3. Customer Friendly Systems
   The delivery system that backs up the service people is truly designed for the convenience of the customer rather than for the convenience of the organization. The physical facilities, policies, procedures, methods, and communication processes all communicate to the customer: “This organization is here to meet your needs.”

One of the most common symptoms of mediocrity in service organizations is when the customer finds it necessary to run through an organizational maze to get his or her needs met. Many organizations today still operate this way. They are so compartmentalized and regimented in an attempt to eliminate all evidence of human judgement and initiative that very few people can steer a customer through the maze on their own. It is very common practice in dealing with these organizations to deal with people who know only one function and who cannot offer assistance with any other. It also helps to invite the non-service people in the company to think of themselves as being in service roles. Head office people, in particular, tend to think of themselves as somehow removed from the service sector.
Principle 4:

Empty slogans such as “The customer is king” and “Our front line people are really the ones who make us or break us” are meaningless.

“The customer is king” is probably the most shop-worn of all business slogans. Catch phrases such as this one create an initial impression that a company is paying attention to the needs and interests of its customers. However, the real test is not in slogans, but in the actual experience of the customer. Too often, the customer gets treated more like a peasant than a king or queen. How you think you are perceived by the customer and how the customer actually perceives you can often be a great distance apart. Understanding the perceptions of the customer is crucial to the success of a service-oriented business. It is not enough just to give great service, the customer must perceive that he or she is getting great service.

This raises some interesting considerations of the roles and perceptions of customers and their interactions with service organizations:

First, we must acknowledge that the customer is not concerned with and does not care about the day-to-day problems inside the organization. Managers and employees can often forget this point, especially when they have to work with customers in less than ideal conditions. Scheduling difficulties, computer problems, labour disputes, and all other internal issues do not register in the customer’s mind. The customer’s only real concern is with getting his or her own specific needs met - NOW. Customers are usually not interested in whether you are trying hard, they only want solutions to their own problems and for their needs to be satisfied. Service employees too often get caught up in the peculiar problems of their organization and lose touch with the simple, but critical fact that the customer only cares about what they are there for.

Loyalty is another concept that is often discussed in service-oriented organizations. Some are of the opinion that there is no such thing as customer loyalty. And they are right. The customer wants and expects the service to be at an excellent level all of the time. When the level of service no longer meets his or her expectations, the customer exercises other options if they are available and looks for satisfaction elsewhere. This is not to say that the concept of customer loyalty is completely invalid; only that it must be based on a continuously satisfying level of service.

“The front line people are really the ones who make or break us.” Slogans like this are so commonplace in service industries that one tends to assume that the companies that use them must live by them - at least most of the time. The truth of the matter is that in the unconscious view of many managers, frontline people are the least important ones in the organization. Frontline jobs typically draw the lowest pay, get the least training and development, have the lowest potential for growth and advancement, and have the most turnover.

If the frontline people do count, you certainly couldn’t prove it by examining the reward systems in most organizations. And yet, any rational view of managing the moments of truth tells us it is crucially important to mobilize the best energies of the people who are continually shaping the customer experience.
**Principle 5:**

Unless the shared values, norms, beliefs, and ideologies of the organization - in other words, the organization's culture - are clearly and consciously focused on serving the customer, there is virtually no chance that the organization will be able to deliver a consistent quality of service and develop a sustained reputation for service excellence.

It is not too much of a stretch to say that everyone in a service organization plays a service role - even those who never see the customer. This applies to administrative staff, supervisors, middle managers, and even top executives. It's one thing to get frontline staff into a customer-oriented mode, it's quite another to sell that message to people in non-contact roles. It often happens that these non-frontline people become preoccupied with their own inside concerns. They may spend so much time and effort dealing with information, procedures, forms and reports that they become absorbed in their point of view. “It is somebody else's job to take care of the customer, my job is to make sure those reports get in on time.”

When inside people lose the sense of being connected to the customer, regardless of how distant the connection may be, they become bureaucrats. What they don't realize is how their detachment and indifference hurts the customer experience, because in fact the mindset they need to have is “It is somebody else's job to take care of the customer directly, my job is to take care of that somebody so that they can create the best experience possible.”

Organizations vary remarkably in the overall spirit that exists among their employees. In some organizations there is a high energy level, a sense of accomplishment, and even a sense of excitement on the part of employees. This optimism and positive energy translates directly to the customer experience and builds trust with customers. In other organizations there is a prevailing lassitude, a burnt-out sense of detachment and indifference. This pessimism and negative energy translates directly to the customer experience and leads to feelings of mistrust.

Many managers who take pride in their problem solving skills feel bewildered when presented with evidence of mediocrity or toxic performance at the front line level. Many of them have very little idea of what to do, or where to begin to solve this problem. And because they do not have the insights, the skills or the tools to solve the culture problem, they blame employees for the problem. Their lamentations are familiar:

“What's wrong with people these days? Why don't they realize that the customer is paying their salaries?” and “You just can't find good people any more”.

But really there is nothing wrong with people these days. It's just that people tend to react to their environments. Motivation and commitment are fragile and circumstantial. As we have previously observed, when the moments of truth go unmanaged, the service level regresses to average, which in a competitive environment means mediocre. To have a high standard of service it is necessary to create and maintain a motivational, optimistic, encouraging environment in which service people can find personal reasons for committing their energies to the benefit of the customers.
How can we tell when we have a motivating environment?

There are four important variables.

1. The first is the overall quality of work life as reported by people from their own individual points of view. This includes factors like job security, pay and benefits, opportunities for advancement, competent supervision, harmonious surroundings, justice, and fair play.

2. The second important indication of a motivating environment is the overall morale. The link between morale and commitment to the customer is clear.

3. The third indication of a motivating environment is a prevailing energy level measured largely in terms of a sense of individual wellness and psychological well-being.

4. The fourth indication is a general sense of optimism. A belief that there are new possibilities, new ways to do things, new levels to achieve.

Collectively, employees’ perceptions of their quality of work life, fairness, respect, meaning, purpose, morale, optimism and feelings of well-being have a significant impact on their abilities to build trust and confidence with customers. Without these crucial ingredients in place, customers would rather do business elsewhere.

Now, let’s pull this all together and answer the question: Why is a Culture of Service Excellence so Critical to the Success of your Organization?

The FACTS:

When we look at the distribution of reasons for why customers stop dealing with a company...

- 68% Experienced indifference on the part of the customer service employee or management
- 1% Died
- 3% Moved away
- 5% Were encourage to leave by a friend
- 9% Switched because they found a better product or a better price
- 14% Felt their complaints were not fully addressed and left

Research has shown that, by increasing service quality, and consequently customer satisfaction, a higher percentage of customers are likely to be retained. Research also suggests that there is a high correlation between customer retention and profitability, since, on average, loyal customers are worth up to 10 times as much as their first purchase.

The lifetime value of a customer is a concept and measurement that is used by most sales and service organizations to help their employees understand the importance of providing excellent customer service to every customer every time.

You’ll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can’t be copied. ~ Jerry Fritz
Current customers are the backbone of any business:

1. Acquiring a new customer costs five times more than retaining an existing one.
2. Account-maintenance costs, as a percentage of income, tend to decline over the life of the relationship. This translates into increased profits.
3. Long-time customers tend to be less price-sensitive, permitting higher prices to be charged.
4. Long-time, satisfied customers are more likely to provide free, word-of-mouth advertising and referrals.
5. Long-time customers are likely to purchase additional products/services.
6. Retaining customers makes it difficult for competitors to enter a market or increase their market share.
7. Regular customers tend to place frequent, consistent orders and therefore usually cost less to serve.

Our experience and research working with many leading service organizations has shown that organizations that consistently outperform their competition do so because they create a culture of service excellence that builds a strong, trusted brand and customer loyalty and advocacy.
2. Why Most Organizations Struggle to Create a Culture of Service Excellence

Based on our 25 years’ experience working with many leading customer service organizations, we believe there are 18 main reasons why most organizations struggle to create a culture of service excellence:

1. The organization does not have service excellence as a defining strategic differentiator and/or does not know how to operationalize that concept throughout the business.

2. The definition of service excellence today is being driven by customers’ expectations and yet the business defines their own service standards internally. Customers expect excellence every time; organizations deliver mediocrity much of the time. There is a mismatch of expectations.

3. Leaders do not understand that the focus of their roles and the style of their leadership needs to differ from the roles of managers in traditional organizations. The culture and leadership in a Customer Intimate organization is markedly different from the culture and leadership of an operational excellence or product leadership organization. That difference is not always clear to leaders.

4. The organization does not realize that in a service industry, the final stage of production takes place at the point of sale. They believe that the product, product differentiation, and customer segmentation speaks for itself and is customer intimate.

5. Customer facing staff do not feel fully supported by the organization.

6. Non-customer facing staff and even many people in management do not regard themselves as being in the customer service business. They are internally focused, ‘it is someone else’s responsibility to serve the customer.’

7. The organization’s systems and procedures are not conducive to service excellence. They are more focused on internal drivers.

8. Decision making is too far removed from the very people who are dealing with a customer and yet the customer facing staff are expected to deliver the best service experience at the point of sale.

9. The organization believes that ‘marketing’ is the creator of the company brand and promise, whereas in reality, how each and every employee shows up creates the customer experience.

10. The ‘moments of truth’ go unmanaged.

11. The focus of the business is on sales and hitting sales revenue targets. The focus is not on meeting customer needs and expectations. Oftentimes the goals of the organization (to make money) clash with the best interests of the customer.
12. The organization employs people in service roles who are not 100% customer oriented.

13. The organization trumpets various slogans such as *our front-line people are really the ones who make us or break us*, yet employees do not see the reality behind those slogans and it leads to scepticism and mistrust.

14. Organizations are internally focused whereas the customer is self-focused and expects the organization to focus on them.

15. Every aspect of the organization’s culture (Purpose, Vision, Mission, Values, Structure, Processes, Policies, Tools, etc.) is not focused on serving the customer and the organization is therefore unable to deliver a consistent service excellence experience.

16. The organization believes that it cannot find the right people these days (i.e. blames an external factor for their problems) and loses the focus on creating the right environment where the right people can flourish (i.e. factors over which it has complete control).

17. The organization focuses on customer service skill training without sufficient focus on developing the right customer excellence mindset.

18. The organization does not have the right culture and motivational environment to engage the minds and hearts of its employees. The external experience delivered to customers will never exceed the level of the internal experience.

*Service is not what you do, but who you are. It is a way of thinking and living that you need to bring to everything you do.*
3. The Dynamic Achievement 3 Phase Approach to Developing a Culture of Service Excellence:

**Phase 1: Mindset for Service Excellence**

The first phase of the Service Excellence Program ensures customer service teams develop a mindset that focuses on being fully engaged and giving 100%, being accountable and responsible for their relationships and results, and being clear and committed to their purpose, values, and goals. Ultimately, having a service excellence and positive mindset means that service professionals look at what’s possible rather than why things won’t work, and are always looking for opportunities and ways to improve. They come away with a greater curiosity and ability to understand other people (especially their customers), as well as themselves.

The two key components of the Mindset phase of the program are:

1. **Know Yourself** (your drives, motivations, fears, and limitations)
2. **Lead Yourself** (how to show up, attitude, accountability, focus, commitment, engagement, connecting with other people, understanding others, deeply listening to other people, and creating strong bonds where the needs of the others are equally important)

The main goal of the Mindset phase is to provide each member of your customer service team with a big-picture perspective of their potential, along with a heightened awareness of their own responsibility for achieving excellence and the choices and actions that will drive these results.
By developing the right customer service mindset, members of your customer service team will become more confident, assertive, receptive and accountable—and will be able to deal with the challenges that come their way. They will be aligned to your organization’s vision, goals and values, which will in turn lead to higher levels of performance. Results you can expect to see from your team members after this phase of the program include:

1. Engaged team members that are aligned, focused and committed to your company’s vision.
2. Increased self-confidence with greater courage to innovate and take action.
3. A more cohesive team, with highly committed and loyal team members.
4. A stronger focus on service and quality.
5. Greater drive for continuous growth and development.
6. Deeper understanding of their customers’ motivations and needs.
7. Improved communication and cooperation.
8. A big-picture perspective, focused on continuous growth and positive development.
9. Higher levels of engagement, satisfaction and fulfillment at work

**Phase 2: Skills for Service Excellence**

Research studies have shown repeatedly that what customers want more than anything else is a service provider that truly understands their needs, can deliver the ideal solution, and makes them feel valued and important. It is imperative therefore, that in order to deliver what our customers are expecting from us, a more strategic and sophisticated approach is required. The main focus of the customer engagement is to spend at least 50% of the time with customers investigating their needs thoroughly by asking masterful questions, listening intently, and truly understanding their needs, motivations, and expectations in order to provide them with the best possible service.

In this phase, we focus on the essential skills that are vital to the success of every customer service professional:

1. **Communication Skills** (strategic questioning, perceptive listening, and superior service delivery)
2. **Customer Relationship Skills** (building trust and credibility, empathy, emotional intelligence)

In order to develop these high-impact skills, we use the latest research from neuroscience, psychology, and consumer motivation and behaviour:

1. Neuroscience explains the different chemicals that are released in the brain during positive experiences and negative experiences. In our interactions with others, we consciously or unconsciously trigger these chemicals and thereby influence the customer’s desire and level of trust to do business with us (or not).
2. Psychology provides a deeper understanding of human dynamics, personality types, emotional intelligence, and problem-solving.
3. Consumer motivation and behaviour enables us to better understand the customers' wants, needs, desires, motivations, as well as what they don’t want and will do everything to avoid.

Expected Results from this Phase include:

1. A cohesive, committed and inspired customer service team.
2. A pro-active service team that anticipates customer needs.
3. Full engagement and attention when dealing with customers.
4. Consistent delivery of “Superior Customer Experience.”
5. Improved understanding of different customer needs and motivations.
7. Increased confidence and service excellence skills amongst the team.
8. Practical knowledge, skills and techniques for meeting customer challenges.
9. Enhanced skills and the right mindset needed to effectively deal with customer service challenges.
10. Service that goes above and beyond customers’ expectations.
11. Increased customer satisfaction and business results.

Phase 3: Sustaining Service Excellence

When the first two phases are complete, your team will have a collective mindset for excellence, a strong focus and drive to achieve high performance, and the strategic customer service skills and advanced competencies to deliver superior results. In this 3rd Phase, we focus on ensuring that the mindset for excellence and newly developed customer service skills are sustained over the long-term. This is a critical step often missed in organizations — but is required to ensure that your service team doesn’t revert back to old habits.

There are two ways in which we ensure sustainability:

1. **Team Accountability Groups:** Team members are divided into accountability groups for a period of 18 months to continue their development internally, and support each other to deliver on their commitments and service excellence plans. To this end, we have developed structured meeting agendas with practical tools, exercises, and ongoing learning activities for the teams to run their own meetings.

2. **Coaching for Service Excellence** (for managers): Customer Service Managers will learn how to effectively use specific coaching models to improve the performance of their teams, and remove any distractions that could be getting in the way of maximizing performance. Your team leaders will learn how to distinguish between coaching, feedback, training and mentoring, and understand when each one is most appropriate. They will develop skills in consultative goal setting and communication in order to support their service professionals to outperform targets and, through practical exercises, will learn how to give positive and corrective feedback to ensure that they stay on track with their customer service performance indicators.
The secret to sustaining excellence is equipping your managers with leadership and coaching for service excellence skills. As a result of this phase of the program, managers will be able to sustain a high performance customer service culture that:

1. Promotes learning and development.
2. Enhances the creativity and innovation of the customer service team.
3. Enables service professionals to build upon their strengths and improve areas of opportunity.
4. Builds trust and constructive relationships amongst the customer service team.
5. Provides meaningful motivation to apply their new customer service skills.
6. Increases the focus and overall performance of the team.
7. Aligns the customer service team with your company’s goals, values and business strategy.
8. Delivers service excellence.
4. Your Culture of Service Excellence Health Check

*On each statement below, rate your organization on the 1-5 scale*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent do you agree or disagree with each of the statements below:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Our customer service team has a service excellence mindset and attitude.</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>2. Our team thoroughly investigates their customers’ needs by asking meaningful questions and effectively listening to understand them fully.</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>3. Our customer service team is highly collaborative and support one another to improve our service offerings.</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>4. Every aspect of our organization’s culture is focused on serving the customer.</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>5. Our organization focuses as much on achieving business results as it does on people engagement.</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>6. Our customer service team consistently delivers our ‘unique and differentiated’ service experience.</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

If you rated your service team less than 4 (average), there may be a gap between your ideal customer service culture and the one that currently exists.

In order to increase the level of performance of your customer service team, and achieve greater overall customer engagement and loyalty, please contact us to find out how building a Culture of Service Excellence will make a difference in your business.
5. Why Choose Dynamic Achievement:

Our 5 Core Differences:


All executives and business owners want three outcomes from any investment they make in the business: **accelerated performance**, a **positive return on their investment**, and **lasting change**. However, many organizational development programs, be they leadership development, team development, corporate culture change initiatives, process improvements, or employee engagement interventions tend to produce only short-term gains that fade away as people and teams go back to their old habits. This is the analogy of the elastic band – as soon as you take your eye off the change initiative, the elastic band snaps back to the old way and people return to operating as they did before the intervention. Based on the five core differences outlined below, we ensure **Immediate Impact, Accelerated Performance, and Lasting Change**.

**Business Strategy and Corporate Culture Expertise**

We are not transactional consultants who start at the bottom of organizations in the hope that you will achieve some gains. We start where it really matters, at the top. We get to understand your business, your strategy, your differentiation, your customers, your competitors, your culture, your employees and your systems and processes. Our leadership development initiatives are all aligned with helping the business achieve its strategic objectives.

All three sides of this triangle (see below) must be in alignment for any business to stay in business. The organization must have a clear and **competitive strategic direction** and the **organizational capability** and **human capital** to successfully deliver the strategy. We see employee and leadership development as a strategic initiative that must be aligned with the Corporate Strategy.
Unique Program Design

Dynamic Achievement has designed a unique approach to people development that delivers real business results. We base our program design on the belief that people, particularly leaders are an organization’s most critical asset and it takes time to develop mastery; that what gets measured gets managed; and that leaders must be accountable for producing great results through their people.

Mindset, Meaning, and Purpose

Real and sustainable business transformation can only happen when leaders and employees feel engaged at the core, and are aligned with a higher sense of purpose and meaning. Specifically, leaders and employees must see and experience the following alignment and connections:

- the organization’s strategy and goals are aligned with their own personal purpose and goals;
- the culture of the business is aligned with the strategy (actions speak louder than words);
- the way leadership conducts business is in alignment with their personal values and the expressed values of the organization; and finally,
- people at all levels (and particularly those in management) are going to be held accountable for performing at the highest level of excellence.

Many employees, at all levels of organizations, don’t see or feel this connection or the accountability, which is why, in North America today, only 29% of employees feel actively engaged in their company and in their jobs.

Our development programs start at the CORE, with the participant’s Mindset and only when this has been correctly developed do we move onto skill development. On the other hand, most organization development and human resources training companies focus on teaching and developing new skills in the classroom. Unfortunately, all the new skills in the world will not help organizations to achieve their full potential. What is required, particularly in an organization that focus on the customer experience, is a mindset and culture that empowers people to take responsibility for changing themselves first before they start to try to acquire new skills and processes. No amount of skill training will work if sales and service professionals do not have the right mindset.

Real, Measurable Results

When it comes to organizational development, measurable and sustainable results are the true measure of success. This is the mandate within which every customized Dynamic Achievement program is developed, and it is how we ultimately wish to be evaluated. We will agree on evaluation criteria with you prior to the commencement of the program and throughout the process measure each milestone accordingly. The metrics we agree on will form the foundation of our measurement criteria.

Performance Excellence Guarantee

If, after implementing the complete, fully integrated program as designed and recommended by Dynamic Achievement, and after applying the new strategies, tools and processes as suggested, you are not 100% satisfied with the return on your investment we will continue to work with you at no extra charge until the agreed objectives have been achieved.
6. Conclusion:

The ultimate goal we all want to achieve:

A highly engaged customer service team who are committed to service excellence and providing customers with the best possible experience; customers who are delighted to do business with the organization because of the high value that they are receiving; and a thriving organization that continually focuses on optimizing their service offerings, developing employee engagement and fulfillment, and achieving excellence.
7. Contact Us To Get Started

For client references and client specific results from our Culture of Service Excellence Program, please contact us:

www.dynamicachievement.com
info@dynamicachievement.com
Tel: 604-926-6465