

Why Building a Strong Service Culture Answers CEO Top Challenges

By Jeff Eilertsen



Each year The Conference Board publishes **survey results of the Top CEO Challenges** for global organizations.

In 2014 the top four challenges were:

1. Human Capital
2. Customer Relationships
3. Innovation
4. Operational Excellence

The Conference Board says business leaders are seeking to drive growth by “focusing on people, performance, reconnecting with customers, and reshaping the culture of work. They see a renewed commitment to customers, innovation, and the corporate brand.”

This makes sense. Businesses must compete to leverage their products and their people with innovative new offerings. And businesses must find new and more efficient ways to deliver these offerings to retain and grow customer relationships.

But can “reshaping the culture of work” actually address all four top concerns? The answer is a resounding YES. As I work with clients worldwide, I see all four challenges being addressed and answered through the development of a strong and sustainable service culture strategy.

In most companies, “customer service” is viewed functionally as a frontline relationship concern or as a department responsible to keep customers happy and resolve any

post-sale problems. But some senior leaders are creating entirely new levels of success by building a strong and sustainable service culture – a veritable service brand across the entire enterprise – and this is addressing all four of the CEO’s top challenges.

The key is how you define Service. We say “Service is taking action to create value for someone else.” This definition opens a larger possibility than only external “customer service.” Service becomes proactive not reactive, and value-adding not merely problem solving.

Service becomes a partnership involving internal and external parties, an ongoing exchange of actions and ideas to create and to receive real value. Value is created in the design of products and services and in the ways we deliver those products and services to each other. Value is created in the approaches we use to build long-term loyalty with customers, colleagues, suppliers, and other partners.

With this larger understanding, service can be measured not just by customer satisfaction surveys but by how teams generate and implement new ideas to create and add more value. This focus on improving service as adding more value can engage staff members at all levels, and can be located at the heart of all innovation and operational improvement.

Building a strong and sustainable service culture has become a leading strategy to address all four of the top

challenges CEOs around the world are facing today.

© Copyright, UP! Your Service. All rights reserved.

About the Author

Jeff Eilertsen leads Global Service Education for UP! Your Service, bringing over 20 years of experience working in organizational development, training and human resource firms. As a project leader and Master Trainer, he ensures successful implementation of Actionable Service Education, working with clients to develop the people, processes and best practices to turn learning into action and service improvement.

He also manages a community of Course Leaders from a wide variety of clients, sharing ideas and insights across a global network. As a speaker, Jeff shares the UP! Your Service methodology and experience with audiences seeking to uplift service culture.

Co-ordinates

E-mail: enquiry@UpYourService.com
Web: www.UpYourService.com

Find out more about what we do at: www.UpYourService.com
To reprint or re-use this article, please write to enquiry@UpYourService.com



Important Notice

© Copyright 2015, Bizezia Limited, All Rights Reserved

This article appeared in Better Business Focus, published by Bizezia Limited ("the publisher"). It is protected by copyright law and reproduction in whole or in part without the publisher's written permission is strictly prohibited. The publisher may be contacted at info@bizezia.com (+44 (0)1444 884220).

The article is published without responsibility by the publisher or any contributing author for any loss howsoever occurring as a consequence of any action which you take, or action which you choose not to take, as a result of this article or any view expressed herein.

Whilst it is believed that the information contained in this publication is correct at the time of publication, it is not a substitute for obtaining specific professional advice and no representation or warranty, expressed or implied, is made as to its accuracy or completeness. Any hyperlinks in the article were correct at the time this article was published but may have changed since then. Likewise, later technology may supersede any which are specified in the article.

The information is relevant primarily within the United Kingdom but may have application in other locations.

These disclaimers and exclusions are governed by and construed in accordance with English Law.

Publication issued on 1 December 2014