

4 Keys to Nurturing a “Culture of Service”

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*How do you nurture a "culture of service" in which employees want to contribute to customer satisfaction and loyalty? We believe you begin with **C.A.R.E.***

Confer

When managers hoard information employees need to be creative, problem-solving participants in customer service excellence, enthusiasm withers. But when managers share what they know, employees will make their own connections and generate solutions.

Cultivate enthusiasm by informing and conferring with employees—and see what happens!

Ask

Many employees possess dormant insights and creative ideas. If they aren't asked and if their responses aren't taken seriously, they won't be motivated to contribute.

Motivate employees by asking them for input.

Responsibility

The more discretion and choices employees are given, the more they will enthusiastically participate in a building a culture of service. They will feel more like a business partner.

Provide employees with meaningful accountabilities.

Enable

Give employees the skills they need, both technically and interpersonally. Invest in the right training and the results will be compelling to your employees—and your customers.

Train your employees.

Peter Drucker said, "The leader of the future asks, the leader of the past tells. Ask, don't tell."

Our experience with "Customer Loyalty Consulting" suggests this begins with C.A.R.E.

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