

# Do you have an **Uplifting** Service Culture?

## Find out now...

Do you want to:

- 1 Dramatically improve service performance to customers and between colleagues?
- 2 Differentiate from your competition based on the quality of your service?
- 3 Get immediate service results, build a stronger service culture, and make them both enduring?

If you answered 'Yes' to any of these questions, this assessment will help you identify where your culture is today and help align your team for where you want to go.

These questions are designed to produce insights and new actions. You will discover weaknesses you can work on now, and strengths you can leverage.

This assessment will not provide a numerical score nor benchmark you against other organizations. The purpose of this assessment is to encourage your own conversations and evaluate your service culture-building efforts.

Discuss these questions with your team and, if you wish, with us. We work with senior leaders in large organizations to help them improve service performance and differentiate based on service with a superior and sustainable service culture.

Contact us if you would like to schedule a webinar or teleconference to help you with this assessment, compare relevant case studies, or to learn more about aligning your leadership team and the proven path to building an uplifting service culture.

**[Enquiry@UpYourService.com](mailto:Enquiry@UpYourService.com)**



# YOUR SERVICE®

## WHY?

- 1 What is the primary reason “Why?” you and your organization are interested in improving service or differentiating on service? (For example: competitive issues, increasing profits and market share, rising customer expectations, increasing loyalty, attracting and retaining the best staff, etc)
- 2 Why do you want to build an uplifting service culture? Why not simply improve service with tactical service improvement initiatives?
- 3 How often does your leadership team meet to identify your ‘Why’ and align with specific goals?

## LEAD

- 1 Have your leaders publicly declared service as a top priority?
- 2 Are your leaders excellent role models of internal and external service?
- 3 Do your leaders enable and empower everyone to deliver uplifting service?
- 4 Do your leaders consistently identify and remove roadblocks?
- 5 Have your leaders built a culture that sustains enthusiasm for service?

## BUILD

- 1 Do you have a service vision that engages and inspires your team to action?
- 2 Are you recruiting the right people to make your service culture stronger?
- 3 Does your orientation program inspire your new staff to contribute to your culture?
- 4 How do your communications programs enable improved service performance?
- 5 Do your recognition programs encourage and incentivize excellent service: internal, external, individual and team?
- 6 How is the “voice” of your customer captured, communicated, and acted upon in your organization?
- 7 Are your service measures and metrics in line with your service vision? Is this data widely shared and understood? Does it guide your team to immediate action?
- 8 Do you have an ongoing process that guarantees continuous service improvement?
- 9 When things go wrong, how well does your organization bounce back with recovery that increases customer loyalty?
- 10 Do you frequently benchmark best service practices inside and outside your industry? Who is involved in this effort? Who should be?
- 11 Does your team understand the importance and power that comes from linking these culture-building activities together?

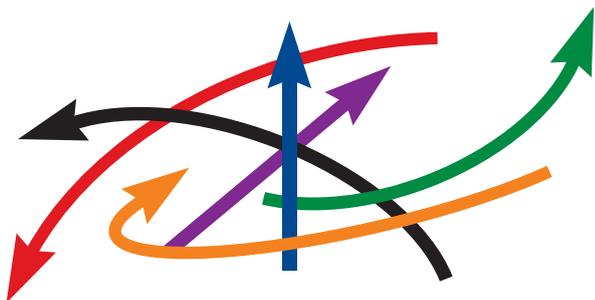


## LEARN

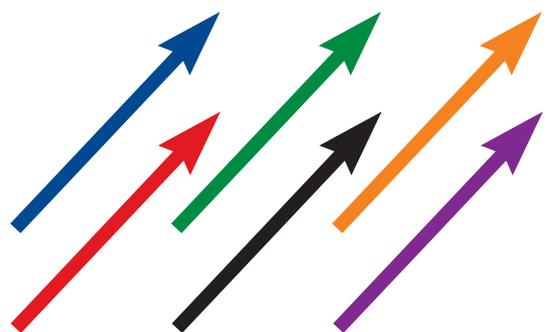
- 1 Does your organization provide service education or service training? Do you understand the difference – and the importance of each?
- 2 Is your organization more focused on consistent service performance, or continuous service improvement?
- 3 Do you know where the weakest perception points are in your service transactions? Do the people involved at these points know what to do about it?
- 4 Do your people understand what customers and colleagues value most? Do they know how to serve people who value different things?
- 5 Is your organization more focused on completing transactions, building relationships, or growing long-term and value-adding partnerships?
- 6 Are your people effective at managing customers' and colleagues' expectations?
- 7 Do people in your organization think customer satisfaction is the goal? Do they actively seek to increase customer loyalty?

## DRIVE

- 1 Has your leadership team established a mechanism to get aligned and stay aligned with your service improvement and culture-building efforts?
- 2 Have you established a Steering Committee to guide your service culture-building efforts, with representation from all groups within your organization?
- 3 Do you have a calendar and sequence of activities that keep service culture top-of-mind throughout the year?
- 4 Have you cascaded service education to everyone using internal resources to gain speed, scale and sustainable expertise? If not, do you have a plan to get this started?
- 5 Have you embedded uplifting service principles into your daily systems and procedures?



**A CONFUSED CULTURE**



**AN ALIGNED CULTURE**



# YOUR SERVICE®

**UP! Your Service** enables leaders and organizations to quickly upgrade service performance, and secure a sustainable advantage by building an uplifting service culture.

If you are a CEO or leader of a large organization looking to improve service or to differentiate on service, **UP! Your Service** delivers proven solutions quickly and economically.

The **UP! Your Service** methodology aligns and accelerates activity in five areas: **WHY, LEAD, BUILD, LEARN, and DRIVE.** This integrated top-down and bottom-up approach leads to an action-oriented culture empowering everyone to delight customers and colleagues with consistently uplifting service.

**UP! Your Service** educational courses and programs build uplifting service skill sets and mindsets, scaling quickly and effectively with in-house resources. These programs have been proved effective in diverse industries, cultures, and countries worldwide, including translation into fourteen languages.

With offices in Singapore and North America, **UP! Your Service** works with businesses, associations and agencies throughout the world.

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