

How Powerful are Your Service Communications?

How strong is the service message your organization sends today to employees, customers, partners, and community?

Whether you realize it or not, your branding, messaging policies, procedures, and people all make a strong declaration about how important service is – or isn't – in your culture. In turn, this declaration plays an important role in what people think, and how they feel, about your organization.

Here's why Service Communications are so important:

- **Service communications let customers know exactly what you stand for.** At the front door of Stew Leonard's Norwalk, Connecticut grocery store, there's an enormous slab of granite rock engraved with this message: *"Our Policy: Rule 1- The customer is always right! Rule 2- If the customer is ever wrong, reread Rule 1."* This message reassures customers that they can expect a confident, carefree, and comfortable shopping experience. The lesson? "Going public" with service communications, can have a profound positive effect on customer experience.
- **Service communications keep team members engaged and aligned to the service mission.** When companies seek to fix their service issues, many start by focusing entirely on their customer-facing employees. This is a mistake. Frontline service providers cannot give better service if they are not being well-served internally by colleagues in other departments. Strong internal service communications ensure that all employees understand why and how to serve each other towards the ultimate goal of serving the customer. Excellent internal service communications can also assure employees that they are highly valued while reminding everyone that they're part of something bigger than themselves.
- **Service communications create connections.** At Westin Hotels and Resorts, employees' wear name tags that not just display their names but also share their passion or hobby, whether it's gardening, traveling, music, or something else. These engaging name tags help guests feel comfortable connecting with Westin employees, and help employees feel more at ease with each other. Spotting a shared interest, turns strangers into approachable individuals, which enhances the service experience.
- **Service communications support the all other building blocks in your service culture.** Service communications can support every other element in the architecture of a strong service culture, from recruiting new team members, to explaining service metrics, to recognizing service stars, to analyzing and sharing customers' compliments and complaints and much more.



This assessment will help you to gain an understanding of how strong your service communications are today, both internally and externally. These questions are intended to spark your thinking and your conversations, so discuss them with your leaders, with team members at all levels, and if you wish, with **Uplifting Service**.

Questions to Assess Your Internal Service Communications

1. How does your organization encourage employees to see each other, customers, business partners and vendors as unique human beings with different interests, needs and emotions?
2. Are your employees explicitly encouraged to take their service performance to an ever higher level?
3. What educational initiatives are in place to help your team members learn more about uplifting service and how to provide it?
4. Which of the following mediums do you use to communicate your commitment to service: signage, banners, plaques, pins and posters, newsletters, bulletin boards, formal meetings, informal events, town halls, brown bag lunches, online, off-line, mobile messages, video channels, login screens, screen savers, e-mail signature files, lunch-tray liners, notepads, manuals, checklists, dashboards?
5. Is your primary service message presented to employees in an attractive format that's visible and relevant?
6. Do your employees feel emotional ownership of your service message, or are they simply reciting a script?
7. Do your employees know and use a common service language across all levels and all departments?
8. Do you have an established system (internal, external, or both) to showcase service-minded new hires, share service success stories, announce initiatives, explain service measures and metrics, and/or share customers' compliments and complaints?
9. How widely are customers' compliments, complaint, and recommendations disseminated throughout your organization?
10. Does every leader personally participate in your service communications?
11. When was the last time you reviewed and refreshed your service communications? How frequently should this be done?
12. Do all employees know where they can find the latest information about your service, your customers, and your culture?
13. How can your employees contribute to new service initiatives?
14. Is internal service communication vigorously supported by your organization's marketing and communications departments?
15. Are your service communications benchmarked against other organizations? If so, how? Is the benchmarking report effective?
16. What are the biggest obstacles and challenges in service communications? Do you have a plan to overcome them?
17. What measurements and metrics are in place to gauge the effectiveness of your service communications?

18. Do you purposefully “catch” team members when they support positive service communication? Do you recognize them as positive examples and role models?

19. How often do your leaders communicate service messages in speeches, meetings, newsletters, blogs, emails, etc?

20. Are systems in place to allow customer-facing employees to ask internal departments for different or enhanced service?

If you want to see more clearly where you can improve today, Uplifting Service will serve you with a free consultation.

“Service Communications” comprise only one building block of a proven architecture that creates an uplifting service culture. Contact us if you would like to take a more in-depth cultural assessment, to schedule a webinar or teleconference, to compare relevant case studies, or to learn more about the proven path for building an Uplifting Service Culture.

Questions to Assess Your External Service Communications

1. Does your organization have a clear policy about providing service value to each customer? Is it official or unofficial? Written or unwritten? Communicated widely to the public, or kept mostly internal?
2. How does your organization communicate service to new customers?
3. How does your organization show appreciation to repeat customers?
4. What does your organization do to foster loyalty from customers?
5. Are employees prepared to respond positively to customer complaints?
6. What avenues are available to customers to provide feedback about your company’s service?
7. What processes and systems are in place to analyze and apply customer feedback about your company’s service?





Uplifting Service is a global consulting and education firm based in Singapore, serving multi-national clients worldwide. We help clients develop a culture of service excellence, aligning the entire organization to win the hearts and minds of customers. We work with leaders who seek to harness the power of service excellence and seek the impact of a strong and sustainable service culture.

UP's proven proprietary methodology aligns, integrates, and accelerates organizations in three essential areas: Service Leadership, Continuous Service Improvement, and The 12 Building Blocks of Service Culture. This proven approach leads to an action-oriented culture, empowering everyone to delight customers and colleagues with consistently uplifting service.

Client Results

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“We use the proven Uplifting Service tools and methodology to design our global customer centricity program. UP has an unrivalled approach, enabling companies build a strong and sustainable culture of service excellence.”



BNP PARIBAS

“Uplifting Service addressed the problem we were trying to solve – getting over 10,000 employees to all move in the same direction. UP is really good at understanding our challenges and helping us address these by leveraging a highly effective methodology.”



“I appreciate the change. I can see and feel a shift in the way Crown approaches our team, in the way they speak and the way they ask. They focus on what we are working on to achieve as a business and how we can become better partners to move our agenda forward.”



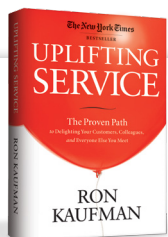
“UP gives insights to change mindset. Now we focus on end to end thinking. I can put myself in someone else's shoes and evaluate what is important.”



“Uplifting Service helps us create a culture of obsession for the customer for the entire organization, inspiring everyone to work as one to take the next step up.”



“Uplifting Service is the cornerstone that helped STERIS revitalize focus on our Customer, helping us differentiate our offers in a price-sensitive marketplace and drive customer loyalty.”



The New York Times
BESTSELLING AUTHOR

Ron Kaufman founded Uplifting Service in 2003. He is one of the world's most sought-after educators, consultants, thought leaders on the topic of service excellence and customer experience. He is the author of the *New York Times* bestseller, *Uplifting Service*.

