THE 5 CULTURAL HABITS OF CUSTOMER-DRIVEN COMPANIES

BY RICK CONLOW | RICK CONLOW INTERNATIONAL

In the quest to improve the customer experience and customer loyalty, consider the "cultural habits" of successful service organizations, such as: Disney, Apple, Southwest Airlines, Wegmans, Nordstrom, and Amazon. Their cultural habits are not merely lip service. It's how they do business.

HINTS OF THE CULTURAL HABITS OF CUSTOMER-DRIVEN COMPANIES

Cultural Habit #1: Wegmans' motto is: *Every day, you get our best.* Wegmans makes grocery shopping a true experience rather than offering the same drudgery of a chore that most consumers expect at the grocery store. Its reputation goes well beyond its market area. Southwest Airlines began at Love Field in Dallas. They became the "love airline" with the flashy flight attendants and the most entertaining flight experience. Emeritus, Colleen Barrett, has a favorite saying about Southwest Airlines: *"We are a Customer Service Company; we just happen to fly airplanes."* Disney cast members consider what they do to be a helping profession and a noble calling.

Cultural Habit #2: Nordstrom's golden rule for employees is widely recognized: *"Use good judgment in all situations."* Top service companies are willing to trust employees. Amazon's approach is to hire the world's brightest minds and to create an environment where they can invent and innovate the customer experience.

Cultural Habit #3: Walt Disney established Disney University after opening Disneyland to use a structured learning environment to teach the unique skills that are required of Disney cast members. It was the first corporate university and remains one of the largest training facilities in the world. Numerous classes and dozens of online courses provide a plethora of learning opportunities to employees and managers alike. Surprisingly, Disney University does not offer specific quality courses. Quality and service are built into all the training programs taught by Disney. In addition, Disney courses have been delivered to hundreds of other companies. Tom Peters once said that in the best organizations, *"Everyone has a chance to learn, improve and build up their skills."*

© 2019, RICK CONLOW INTERNATIONAL

Cultural Habit #4: On the desk of Pete Nordstrom, the company's President of Merchandising, sits a stack of letters from customers and employees, each telling a story about a memorable experience they had with Nordstrom. Few company executives can say the same. Apple doesn't have strict sales quotas in place for employees. It does have metrics like "attachment rates," the frequency with which staff members provide customers with additional products like AppleCare. Those who fall short of the goals receive more sales training, which is really about helping customers with stated or perceived needs.

Cultural Habit #5: Disney's strong belief in *"attention to detail"* is what sets them apart from other organizations. Disney says it has to *"sweat the small stuff."* Disney pioneered the concept of exceeding people's expectations. Apple's Genius Bar is the in-store tech support station. It's not a help desk or customer service center. The idea illustrates out-of-the-box thinking by recognizing employee potential and customer priority.

CALL TO ACTION FOR CHANGE

Many companies desire to deliver better service and over 80% are at elementary stages of improvement. Some try and a few improve. But, most are unwilling to make the necessary changes because they lack the commitment. More importantly, they dismiss the values that are required for a consistently constant process of improvement to transform their culture. Most say they want a superior service reputation, but they are unwilling to do the work it takes to earn it. However, any company that genuinely strives to improve by aligning with these five cultural habits will make a huge difference with their employees, customers, and business results. ***They will realize the bottom-line impact of the lucrative link between the employee experience and the customer experience.***

about rick conlow

Earlier in my career, I was hired as VP of CX and Training in a large retail organization. It was near the bottom in its markets serving customers. We began a "process" not a program to continuously improve. We reinvented our culture in how we work with one another and the customers. With widespread team involvement, planning, training and coaching, we significantly improved. Our results were in the top 5% of the nation. We doubled repeat and referral business, improved sales 20% and cut complaints in half. We earned many awards. Eventually, I formed a consulting firm to share a proven EX/CX roadmap with other companies. RCI's purpose is to bring out the best in others and make a positive difference in peoples' careers. Throughout the years we have partnered with many fine companies and managers to achieve:

- *48 quality service awards including JD Power, Ford's President Award, and Canada's Consumers Choice Award.*
- *Record-breaking sales year after year: 30%, 48%, 52%, 75%, 122% gains.*
- *15-20 points on customer experience surveys.*
- *12-14 points on employee engagement surveys.*

Why not become a market leader today? Contact us!

POSITIVELY,

Rick Conlow

P.S. *Over the years, I have had the privilege to author 21 books, including the best sellers, SuperSTAR Leadership, The Great CX Scam, and Superstar Customer Service.*

VISIT

www.rickconlow.com

CALL

612-868-8521

EMAIL

rick@rickconlow.com

© 2019, RICK CONLOW INTERNATIONAL