



Our retail service workshops have provided our staff with the tools to take their outlets forward, my staff have a new spring in their step and are motivated, engaged and working towards the strategic changes and goals we needed to make as business.



- Operations Coordinator



Leading Customer Centric Cultures

Consistency of service is rewarded by strong customer loyalty and is the most difficult aspect of service to achieve.

The organisations that are the best in delivering consistent customer service are attracting more loyal customers who are worth up to 10 X as much as their first purchase.

What would it be worth to your business if you had consistent customer service?

Working with thousands of front line leaders in the service sector many face these challenges;

- multitasking limits their ability to be mindful and lead their teams consciously
- feel that influencing people stinks of effort and it's easier to tell rather than coach
- unsure how to get the most out of their teams when under time pressure
- leave little time for staff development in service environments
- frustrated with skill level of their teams, end up prioritising skills over attitude
- time poor and limited space for high order thinking and planning
- do not take time out to develop further skills themselves

Organisations have spent thousands of hours and dollars on training initiatives trying to improve their service at the frontline, only to feel it was a waste of time due to high employee turnover and little positive impact on the customer's loyalty.

Focus on the people who will give you the greatest impact, your frontline leaders.



Frontline Leaders who inspire their team to be effective is what guarantees a customer centric culture, which creates a cumulative advantage for your network of teams.



“ I’ve learned that I need to keep having the right discussions with the people I want to influence and inspire. Hand out a ‘pin’ award, take a staff member on a walk around the stores with me, ask them what they see, reflect on a core value, what do they know about their last customer? Every discussion we have picks me up that little bit and helps inspire me. This inspiration finds its way slowly but surely through the whole Sydney Team. ”

- Retail Regional Manager

Leading Customer Centricity

Leader Type	Behaviour	Focus	Individual Impact	Network Impact	Employee Performance	Customer Impact
Inspiring	Influencing	Educating	Effortless	Cumulative Advantage	↑20%	Trust
Motivating	Engaging	Follow Up	Energised	Competitive Advantage	↑10%	Differentiated
Informing	Supervising	Coaching	Exhausted	Compliant	↓5%	Satisfaction
Functioning	Transacting	Strengths	Effort	Disengaged	↓10%	Service
Missing	Disengaged	Wellbeing	Existing	Damaging	↓20%	Disatisfaction

Lift the frontline performance by 20% and attract more loyal customers who are worth up to 10 X as much as their first purchase.

The key to success is creating a continuum of varied elements rather than a project with a beginning and end date.

Service Model Continuum



If you are interested in organising a in-house program for your leadership team, please contact us today.