

The Journey to a Customer-Focused Culture

Imagine you could get your employees obsessed with customers.

Customer-focused employees always seem to do the right thing. They encourage each other, proactively solve problems, and constantly look for ways to go the extra mile. This leads to many benefits:

- Increased customer loyalty
- Increased word-of-mouth referrals
- Fewer customer complaints

This entertaining and informative presentation shares the three essential elements that you need to develop and scale a customer-focused culture. It incorporates a blend of experiential activities, examples from top companies, and cutting-edge research to help generate ideas to get your own employees obsessed with service.

Audience Value

Participants will gain the following:

- Experience three ways that culture can influence employees' actions.
- Identify three essential elements of a customer-focused culture.
- Discover tools to help you get your employees obsessed with service.

Biography

Jeff's first customer service interaction ended in a service failure. Vowing to learn from that experience, he became obsessed with customer service. Today, he is the bestselling author of four books, including *The Service Culture Handbook: A Step-by-Step Guide to Getting Your Employees Obsessed With Customer Service*. More than 1,000,000 people have taken one of his training programs on LinkedIn Learning and he is ranked as one of the top 30 customer service professionals in the world by Global Gurus.



Testimonials

"Jeff presented two sessions for our company's Virtual Offsite Leadership Meeting. His content was extremely relevant on how to create a customer service culture within our organization. Definitely would recommend Jeff for any keynote speaker events." —CEO

"For anyone seeking a Customer Experience or Customer Service speaker, I can't recommend Jeff Toister enough." —Senior Director, Customer Experience

"All I can say is wow, Jeff was informative, educational and entertaining, holding the audience from beginning to end. Jeff's content was extremely insightful and relevant to any service based organization." —Event Director

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