

Customer Satisfaction as a Culture

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There's a common saying that Walt Disney World utilizes in its customer service training programs: Culture is what we do without thinking about it.

Some companies have a positive customer culture so embedded into the organization that its clients tout to others the benefits of working with them. On the other hand, when culture or customer service is poor, that word of mouth moves even faster.

What is your culture and customer service all about? Does everyone in your organization – from senior management to mailroom clerk – understand your company culture?

The number one mistake most organizations make regarding its customer service culture is preaching it but not living it.

For example, if your culture is about a clean environment, but your CEO walks past a wad of paper on the floor, s/he is not demonstrating the culture that is expected from everyone else. Or, if senior management mandates a respect for others but then talks negatively about customers or employees, s/he is not following through as a good example.

If these types of scenarios are happening at your company, it won't take very long for the rest of the staff to realize the culture is something that is bulleted out as a company mission, but not taken seriously and thus not expected to be delivered upon by everyone else.

Look closely at what your organization is professing to be and what you truly are, then turn them into your preaching into culture realities.