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Culture of Trust for Customer Experience Management

by Lynn Hunsaker

The absolute most important aspect of customer retention is culture. Culture is the way things are thought about, talked about, and done. If TRUST is the basis for any long-term relationship, then a culture of trust is essential to customer retention. Two great examples are Kimpton – a boutique hotel chain, and Cisco Systems.

Kimpton has been named the number one place to work in 9 of the 17 cities where it operates. Market Metrix Hospitality Index or MMHI, has awarded top scores to Kimpton over the past few years – their scores have exceeded not only their direct competitors – but also brands such as Ritz Carlton, St Regis, and Four Seasons. Kimpton has achieved this because of their strong customer-centric culture of really knowing their customers, anticipating customers' needs with great precision, and empowering employees to meet customer expectations.

Here's the philosophy behind Kimpton Moments:

"When we provide care, our guests experience comfort. Look for ways to create heartfelt moments with each guest and with each other."

What Kimpton Moments Means to Employees. Kimpton Moments is our way of formalizing our unique culture of care and creating a shift that begins with everyone in our organization. Even though all our people don't come in contact with guests directly, they do work with each other. We encourage all our employees to support each other in the workplace. That will naturally translate into a culture of care for our guests. Now when have you ever heard of such a thing?

Another good example of customer-centric culture is Cisco Systems. They are proactive about solutions for every stage of the customer's lifecycle, and on their basic product web pages you can readily find contact information for customer service and tech support ... whereas many companies require customers to go through many clicks to get their contact information. Cisco has made a concerted effort to maximize their customer self-service features, so that their agents can focus on more high-value assistance, from the customers' perspective.

Cisco
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Ensuring service excellence through a collaborative delivery methodology that joins the forces of Cisco, our skilled network of partners, and our customers.

Find out how to customize these tips to your situation; contact the author lynn.hunsaker@clearaction.biz.