


**CHRIS  
SMOJE**

# CULTURES THAT SERVE

Leading in a business  
That's renowned for its people  
Being of service to others.

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# CHRIS SMOJE

- › Customer Service Expert
- › Conference Keynote Speaker
- › Workshop Trainer
- › Strategic Facilitator



I have always been fascinated about what it means to be of service to others. I've seen how this works directly on the frontline, in leadership roles and in the classroom. I am proud to have worked for global service brands like Qantas, where I have developed further insight into the deployment of significant service transformation projects and the overall difference this can make.

Learning is my passion, and I have been most fortunate to have been formally trained by the Walt Disney Company. This has not only given me the exposure to one of the world's leading service organisations, but it has enabled me to see the patterns and trends that exist in other world-class service brands that makes their service stand out.

The organisations that I have worked with have seen direct uplifts with their service and have been honoured with industry awards in customer

service excellence and training excellence in recognition of the unrelenting partnership, focus and commitment to customer service.

It is an exciting time for organisations with endless opportunities and potential for those who take this step. The world is talking about customer service and I am grateful for the opportunities to comment on service issues and trends in print, radio, and television media where I am required to constantly remain connected and ahead with what's happening in the ever-changing customer service landscape.

I am on a dedicated mission to make your service culture the main reason for your business success. I look forward to bringing my passion and energy to your organisation where I will create excitement, encouragement, and exemplify what it truly means to be of service.



# IMAGINE THAT:

You have a team of individuals, each with a spirit for serving others.

These individuals are supported by leaders and an organisational service culture.

A culture where exceptional service is delivered simultaneously as one team.

In a way that is satisfying to every one of your customers, all the time.

## THIS PROGRAM WILL HELP YOU ACHIEVE JUST THAT.

A program for leaders and human resource teams to create a service culture that your business will become renowned for.

There is no doubt that customer service is important to your business, but is it important enough to focus on right now? If there is one thing to learn from the COVID-19 pandemic, when business is disrupted, the one thing that does not change is the importance to be of service to your customers.

So when you reflect on business right now:

You may already have a great service culture, but do not want to be complacent and aim higher.

You may be undergoing a strategic change or rebrand where service culture is a priority focus area.

You are just starting out as a business or beginning the journey and want to get your service culture right from the start.

You have identified that service is not where it should be and the future of your business is depending on your service culture to improve.

Whichever one you identified with this program is for you. Read on to learn about the Cultures that Serve, three-day immersive experience and how it can be implemented in your organisation.



# MIND THE SERVICE GAP

There are some industries that are just associated with poor service. Even if it's untrue for all customers, the public perception always prevails. On the other hand, there are very few industries and organisations that are known for their service excellence. It's these organisations that don't leave it to chance to get there. Wouldn't it be good to know how they do it?

Many organisations try to improve their service, but struggle as they unintentionally overlook some of the key aspects that need to be done first, which in turn makes their ambitions unattainable.

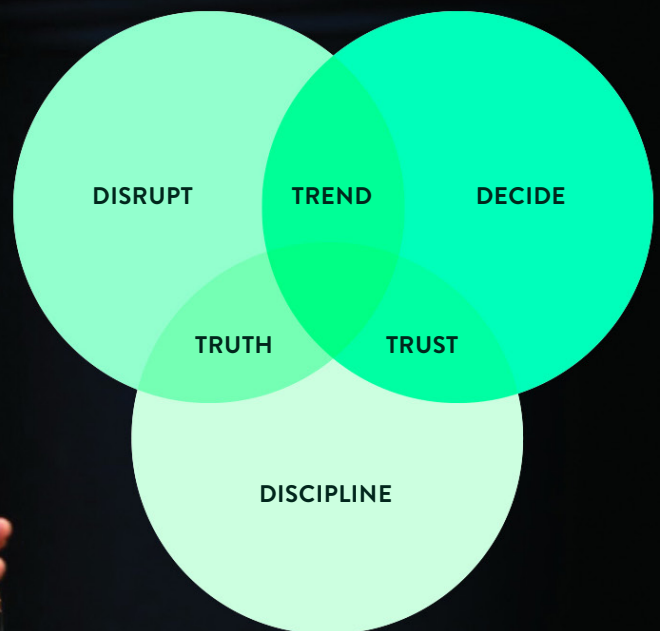
This first and introductory session creates a clear path for participants to progress from where service currently sits in their organisation

to a stage that makes them stand out ahead amongst other businesses. The session creates an ambitious but achievable target while providing what's needed to close the gap.

Participants will be empowered to:

- › Understand the extremes of service to shift from notorious to known;
- › Identify stereotypical pitfalls of organisations with poor service cultures;
- › Gain insights into why leading global brands are known for their service cultures; and
- › Follow a sequence that reduces poor service before building toward exceptional service.

CUSTOMER FEELING	SERVICE CULTURE	BUSINESS FOCUS	WANTS & EMOTIONS
RENOWNED	EXCEPTIONAL	MAINTAIN	
RECOMMENDED	GREAT	MEASURE	
REGULAR	GOOD	MULTIPLY	
RESERVED	AVERAGE	MOBILISE	NEEDS & STEREOTYPES
RELUCTANT	HAPHAZARD	MOTIVATE	
REJECTED	POOR	MEDIATE	
REPULSED	DYSFUNCTIONAL	MODIFY	



## UNLEARNING SERVICE

Over time the term “customer service” has been so simplified that its definition has become inaccurate. In order to change, we must unlearn what we know about service and re-learn it in a contemporary context.

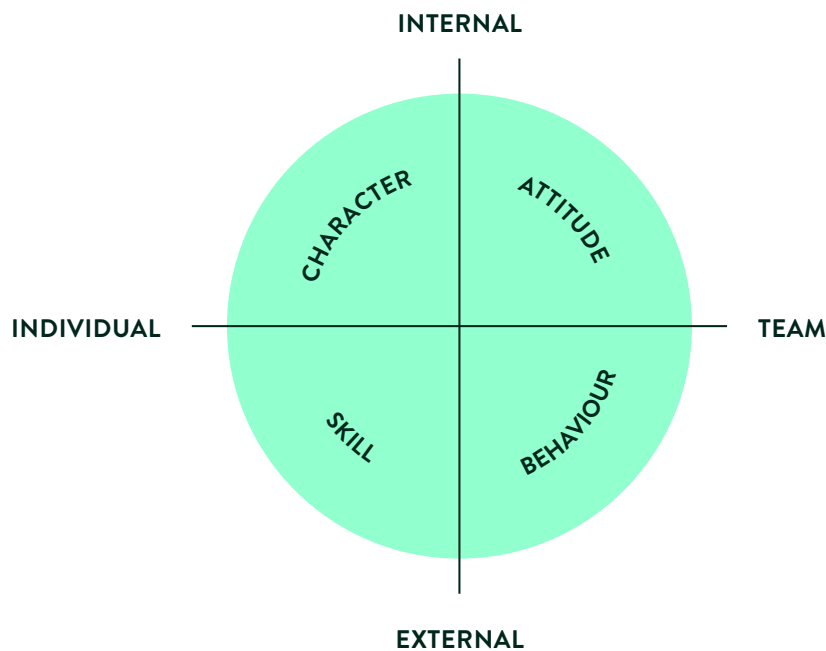
We must first look at some of the common perceptions that team members have towards their customers. Terms like, demanding, entitled, and full of complaints need to be shifted, and this can't be done if we continue to have a dated perception on customer service training.

It is the longstanding disconnect between the way customers are perceived and the appetite for improvement that has seen service left behind, while business and the marketplace advances.

The first part of this session will focus on how customer service has changed and how to catch-up to where it needs to be, whilst the second part looks at how we must change to become customer service experts in cultures that serve.

Participants will be empowered to:

- › Identify core assumptions as a foundation of service cultures;
- › Overcome controversial views on building service cultures;
- › See where service culture fits in the role of a leader; and
- › Eliminate ambiguity to stay focused on building a service culture.



## SERVICE HARMONY

Service is not just something you do or have, it's a state of how you are 'being' in your personal and working life. All team members need to be the best version of themselves every day so they will show-up wanting to be of service in a natural and uncontrolled way.

Organisations with service cultures stay service focused because they have clear and powerful messages that far outweigh the many workplace challenges that commonly appear. These organisations find that they can maintain their service when business is thrown curveballs.

Whilst organisations are made up of individuals, it is when they come together as a team that makes the real difference. When the same one or two people, or the most obvious or frequently touched department shines above the rest, the perception of customer service becomes hit and miss. The challenge is for the service culture to spread contagiously and organically amongst the entire wider team to become a fully inclusive service culture.

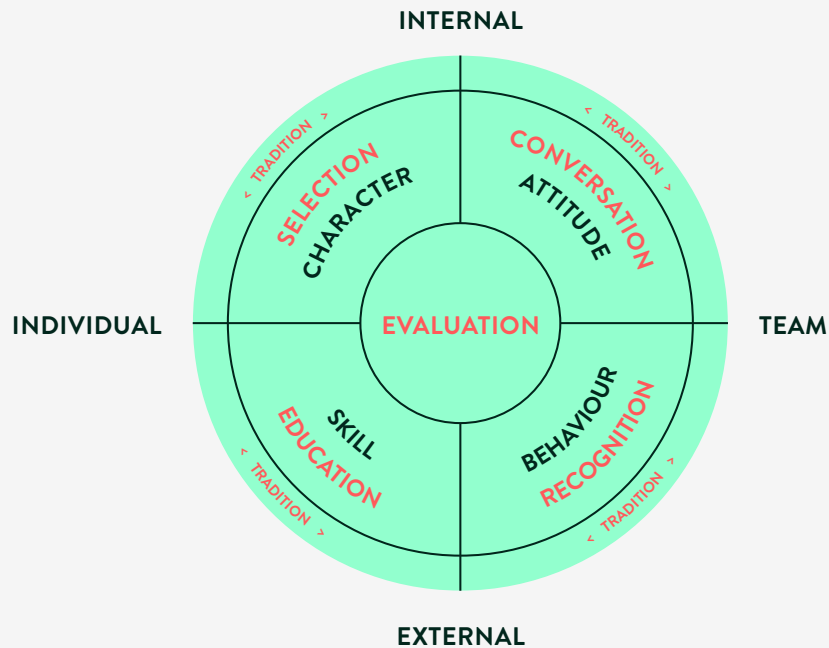
When service is the foundation of a culture, it is only then that it can be mastered – by adopting world-class approaches in a way that cannot be copied by others.

This explores the four drivers of a service culture, and when in sequence, comes together like harmony in music.

Participants will be empowered to:

- › Deeply explore the moral qualities of **character** possessed by all individuals and how to bring these alive in service to others;
- › Adopt the right **attitude** to overcome challenges and obstacles in order to role model service for others to follow;
- › Translate service beliefs into realistic **behaviours** that when followed will make a positive difference to customers; and
- › Refine the core **skills** that take service to a whole new level that is unique to the business.





## S.E.C.R.E.T. SERVICE

Service cultures are driven by leadership teams but are enabled by human resources or people and culture teams. This symbiotic relationship is not all that common and if left siloed can be detrimental to any efforts to develop a service culture.

The best thing about service cultures is that they are very noticeable. Yet the effort and working behind them is virtually invisible. Just like service is hard to define, but its absence is noticeably felt.

Many businesses know what the best practices are, but they are not always commonly practiced in a service context. This often leads to the question “what’s your secret?” when looking into organisations that simply get it.

With the foundations set, this final session overlays directly on top of the previous work and closely links to the standard team member “life cycle”. This session focuses on practices that are jointly the responsibility of leaders and human resource teams to work together and implement an ongoing service culture.

Participants will be empowered to:

- › Effectively **select** new team members in line with the service culture;
- › Implement an ongoing and on-the-job service **education** initiatives;
- › Deliver structured and regular **conversations** to keep service at the forefront of minds;
- › **Recognise** service behaviours to encourage ongoing repetition and adoption by wider teams;
- › **Evaluate** customer service through feedback and continuous improvement processes; and
- › Make service a workplace **tradition** by treating all colleagues as internal customers.

**CHRIS  
SMOJE**

[chris@chrissmoje.com](mailto:chris@chrissmoje.com)

+61 (0) 484 346 327

[www.chrissmoje.com](http://www.chrissmoje.com)