

## Why Build a Service Culture?

Creating a customer-centric organization, department, or team takes a lot of hard work and dedication. Use this worksheet to determine if it's worth the effort for you.

### **Question 1: Why do you want to create a service culture?**

Think about why building a service culture is important to you. What's driving your desire to work on this initiative?

### **Question 2: What are the benefits to your organization or team?**

Building a service culture requires a deep commitment from everyone involved. Why should other employees join in? Think about how your organization or team can benefit.

### **Question 3: Can you describe the impact of service in financial terms?**

It's often easier to invest time and money in something when there's a clear payoff. What is the financial impact associated with providing great service? Can you demonstrate improved customer loyalty, reduced servicing costs, or increased referrals?