

Culture **SHIFT**™

IGNITING AN ENGAGED CULTURE THAT IS COMMITTED TO CUSTOMERS



WALKER

CULTURE TRANSFORMATION

IGNITING A CUSTOMER-COMMITTED CULTURE

Building the right culture for customer-focused results can be overwhelming for those who lead CX initiatives because so much seems to lie beyond your control. However, without the right cultural setting, your customer experience efforts will likely fall flat.

We all know the benefits – a good culture brings out the best in employees, maximizes operational performance, attracts new customers, responds to customer needs, anticipates future demands and helps to retain customers even when times are tough.

The challenge is execution. Walker has developed CultureShift™ to take on this challenge and deliver a solution that can ignite a culture of commitment to your customers.

DOES YOUR CULTURE NEED A SHIFT?

In our work with many companies we've found that there are triggers, or signals, telling us that the cultural setting of a company needs to transform.

Ineffective CX – Too often, CX initiatives that are weak or poorly resourced result in low awareness, a lack of understanding and very little action from employees.

Shakeups – Reorganizations, mergers and acquisitions can take all the attention away from customers to focus on internal issues.

The CX plateau – Sometimes CX programs hit a point where they stall because they aren't seeing the positive impact that was expected.

Competitive disadvantage – Companies can easily find themselves at a competitive disadvantage when a new player emerges touting a better experience.



All of these (and many others) are signals that it may be time to improve the culture.



A DEFINITION:

What do we mean by a "customer-committed culture?"

More than simply customer focused, it occurs when deliberate and consistent attention on the customer influences the way employees across the organization think and act. In these organizations, the customer is at the heart of every decision.

Culture SHIFT™

WALKER'S APPROACH FOR A CUSTOMER-COMMITTED CULTURE

How can CX professionals be the catalyst for igniting a customer-committed culture? Walker has developed a three-stage program for establishing and maintaining a culture that supports CX initiatives and is committed to the current and future demands of customers.

THREE PHASES OF CULTURE SHIFT:



WALKER'S APPROACH

At Walker, we've seen too many companies struggle to advance their customer experience efforts when faced with cultural challenges. To combat this, we developed CultureShift – a combination of Walker's finest services: objective assessments, expert facilitation, knowledgeable advice and regular monitoring of progress.

IF YOU'RE READY FOR A SHIFT IN YOUR CULTURE, START A CONVERSATION WITH WALKER.

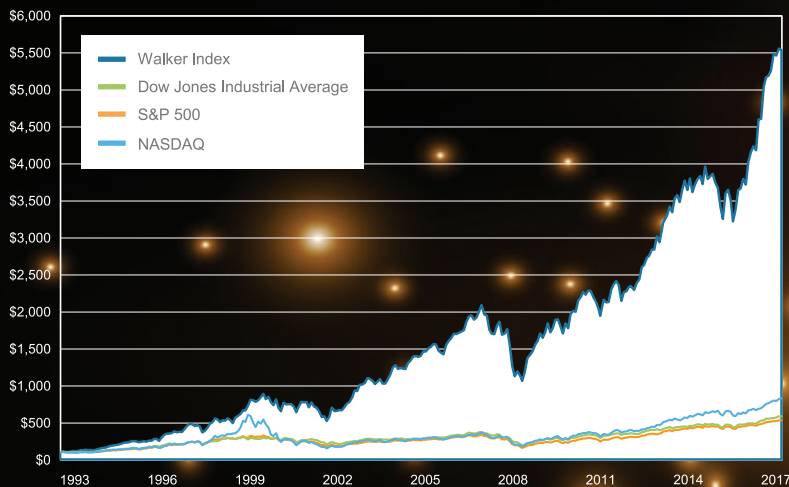
ABOUT WALKER

Walker is a customer experience consulting firm offering a wide range of services to assess, plan, execute and optimize your CX initiatives so that customer experience is your company's biggest competitive advantage.

Find out more at walkerinfo.com.

THE WALKER INDEX

The Walker Index is a stock index comprised of current Walker clients. Companies are included in the index only during their tenure as Walker clients. Companies attracted to Walker are committed to leveraging customer experience as a competitive advantage. The Walker Index shows how these companies dramatically outperform the broader markets.



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