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# INSPIRED THINKING: CUSTOMER SERVICE CULTURE

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“You’ll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can’t be copied.” — Jerry Fritz, *Speaker*

## The Ritz-Carlton Leadership Center:

A low price may encourage a customer to do business with you, but most likely, it will not build customer loyalty. Customers can find which company is offering the lowest price on a product within seconds, and most consumers will shop around. When you focus on your customer experience rather than on price, you have a better chance of building loyalty and differentiating your organization from the competition. Creating an engaging customer experience takes more than a color change or technological upgrade. Most organizations known for customer service such as Nordstrom and Amazon have a customer-centric culture. The Ritz-Carlton was designed around Gold Standards—the Motto, Credo and Service Values—that ensure our customer is always the top priority. Every organization is capable of separating itself from the competition with a culture of service excellence. What are some steps your organization can take to make your culture more customer- or patient-centric? ∞