

4 ACTIONS TO KICK-START “ONE COMPANY” CULTURE

- 1. Call Lost Customers** *Have your execs call at least five customers who have left you every month. No script required, just the ability to really listen.*
- 2. Be a Customer.** *Commit everyone in your organization to do one thing that you require customers to do once a month.*
- 3. Connect with the Frontline.** *Bring in people from all the frontline operations and give them an opportunity to straight-talk with the President.*
- 4. Do Customer Math.** *Talk about “lost customers and gained customers” in every meeting. Relate that gain or loss of customers to lost customer call issues, to what the frontline is saying and to what you experience as a customer of your company.*