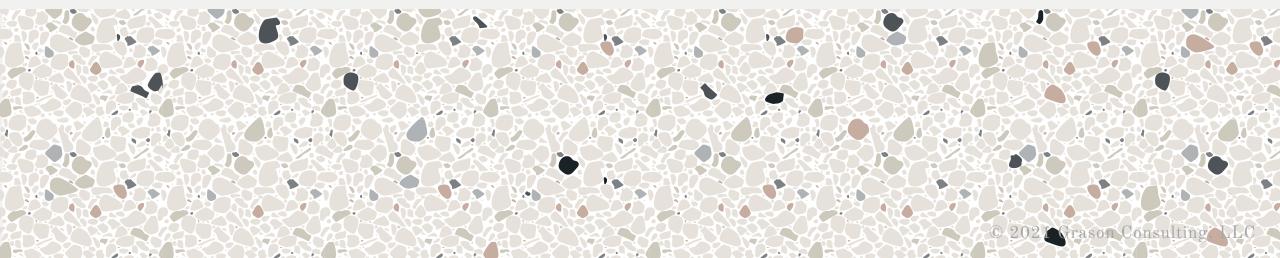
## Culture as the Root of Brand Promise

Building remarkable teams who can deliver remarkable customer experiences

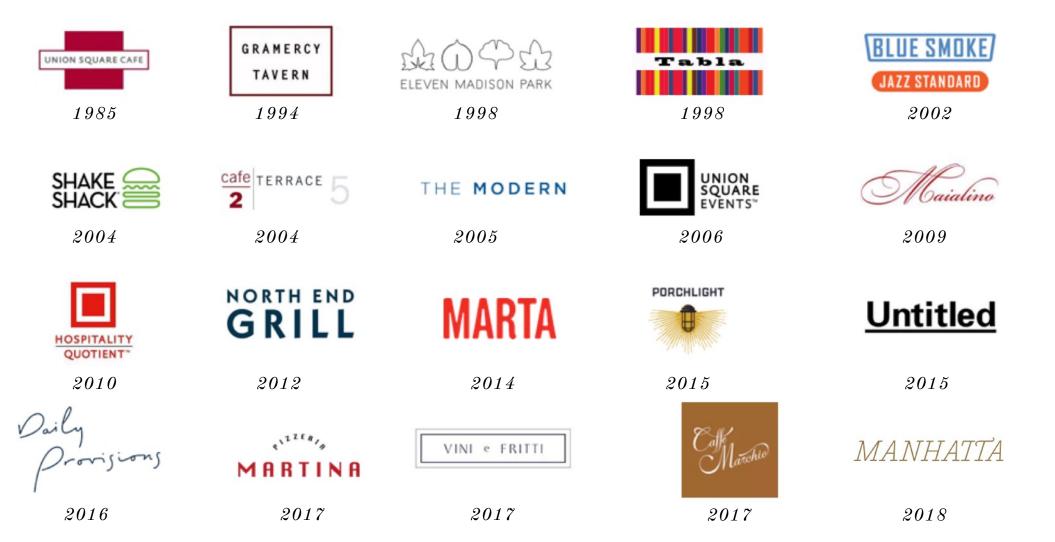


# happy employees = happy customers

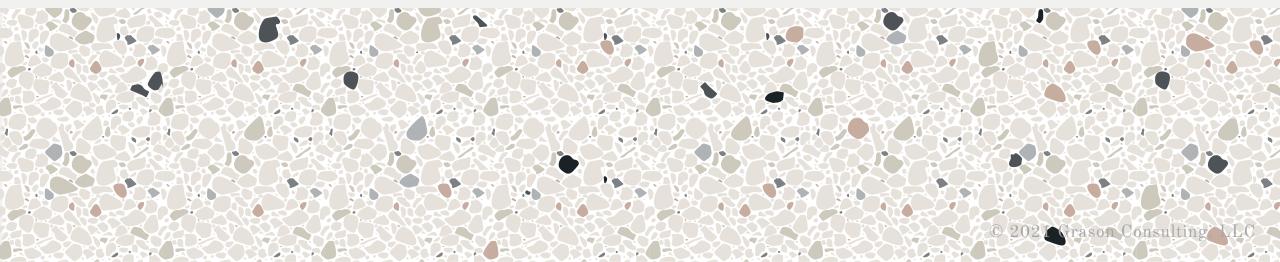


## UNION SQUARE HOSPITALITY GROUP

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# What makes for an ideal customer experience?



## CUSTOMER EXPERIENCE

#### technical

- Quality products
- Knowledgeable team
- On-time reservations
- Easy transactions
- Clean facilities
- Efficient & accurate service
- Value for my money

### emotional

- Genuinely welcomes me
- Remembers me; "knows" me
- Makes me feel like I belong
- Makes me feel safe
- Proactively anticipates my needs
- Actively pays attention to me
- Shows they appreciate my business

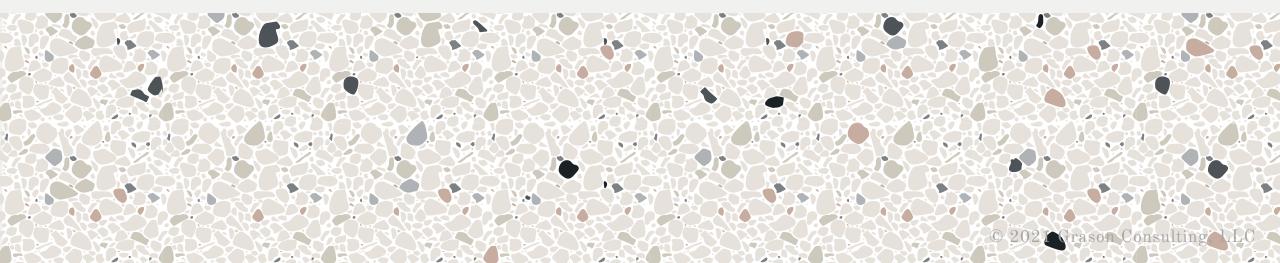
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Emotion is the competitive advantage.

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## How can a great culture lead to great customer experiences?





## How do you build infrastructure to support a culture of CX?



#### People Who's on the bus?

Work Environment How can leaders create a work environment where the team will thrive?

Systems & Structure How can leaders set their teams up to succeed?

## LESSONS LEARNED

- 1. Culture is the root of brand promise. You can bring a brand to life by living it internally, first.
- 2. Feelings drive sales. Great customer experiences require both technical proficiency and emotional skills, but emotion is the differentiator.
- 3. A culture of CX is dependent on having the right people, systems & structure, and work environment.
- 4. Happy employees = happy customers. Build an uplifting workplace rooted in mutual care & respect that naturally overflows to customers.





Susan@SusanSalgado.com SusanSalgado.com 917.747.2634