

# Culture as the Root of Brand Promise

Building remarkable teams who can deliver  
remarkable customer experiences



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LEADERSHIP  
& CULTURE

happy employees = happy customers

# UNION SQUARE HOSPITALITY GROUP



1985



1994



1998



1998



2002



2004



2004

THE MODERN

2005



2006



2009



2010

NORTH END GRILL

2012

MARTA

2014



2015

Untitled

2015



2016



2017



2017



2017

MANHATTA

2018

What makes for  
an ideal customer experience?

# CUSTOMER EXPERIENCE



## *technical*

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

## *emotional*

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- 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



*Emotion  
is the  
competitive  
advantage.*

How can a great culture  
lead to great customer experiences?



values



rituals



history



hierarchy



beliefs



traditions



heroes



language



norms



attire



legends



acceptable behaviors



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.

*thank you*



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