

# Business 50 p week 2

Business



## Recommended Change In Service Culture Of A Typical Organization

Preamble Service culture refers to shared objectives where individuals have a sole responsibility of creating value both internally and externally for the institution. The dynamics in the markets and the inherent needs of the customers require warrants effective service culture that can positively impact on the organization. The service cultures are influenced by a number issues such as behavior, regular company practices and standards. If I could recommend a change in the service culture of a typical organization, it would be how policies and measures are established.

Recommended area of change in service culture of a typical organization

### Design of policies and procedures

Policies and procedures define the service culture and the mode of operation within an organization. The essence of recommending changes in the manner in which policies and procedures are established is to give priorities on certain aspects that are critical for employees and customers.

Formulation of policies and the process of implementation requires an approach that focusses centrally on the clients while maintaining the interest of the employees (Martinez & Hobbi, 2008). Most of the policies focus on the organization and not the workers and the clients who are supposed to be served.

Service culture requires a two-dimensional approach where the interest of the customers and the employees are catered for with due diligence.

Catering for the needs of the employees enhance motivation thus increasing the levels of productivity for the organization. Consequently, a customer-centric approach in policy formulation ensures that the client satisfaction in terms of service delivery is achieved as appropriate (Martinez & Hobbi,

2008). Changing the design of policies and procedures enhance prompt service delivery positive impact on the service culture of the organization.

#### Reference

Martinez, M., & Hobbi, B. (2008). Building a customer service culture: The seven ServiceElements of customer success. Charlotte, N. C: Information Age Publ.