

# A Brave New World...

## Putting Service Culture First



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# What is Service Culture?



*Service Culture is a team foundation...  
to equip leaders,  
engage individuals and  
empower teams  
to drive positive and respectful behaviour within  
their fit-for-purpose service operating models.*

# SERVICE CULTURE



**Starts with CAPABILITY**



**Leads to COLLABORATION**



**Supported by EMPOWERING LEADERS**



**Driven by practical SERVICE REVIEWS**

# The C Word...

# CUSTOMER





**Digital  
Native**

**Service  
Native**



# Service Culture should;

**Be the team focal point**

- Sponsorship from Leaders to make the focus on providing high quality service an intuitive part of the team

**Voice of the Customer**

- Ensuring the customer's needs are always front of mind when reviewing and improving processes

**Decision making driven by Customer needs**

- Asking; What are Customers willing to tolerate vs willing to accept?

# Expectation vs Reality

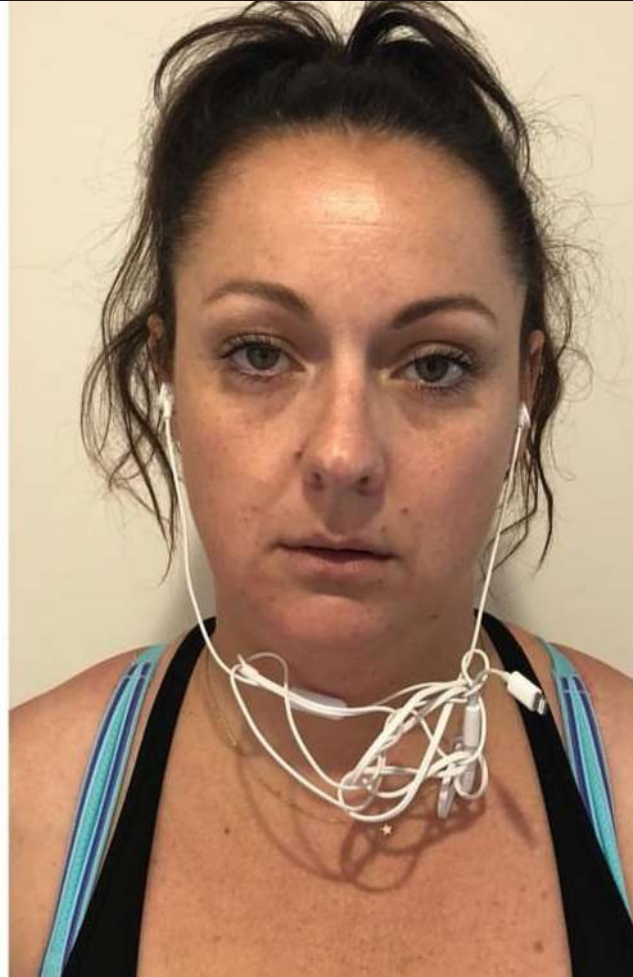


Photo credit: @celestebarber

# Expectation vs Reality



# Driving the cultural shift

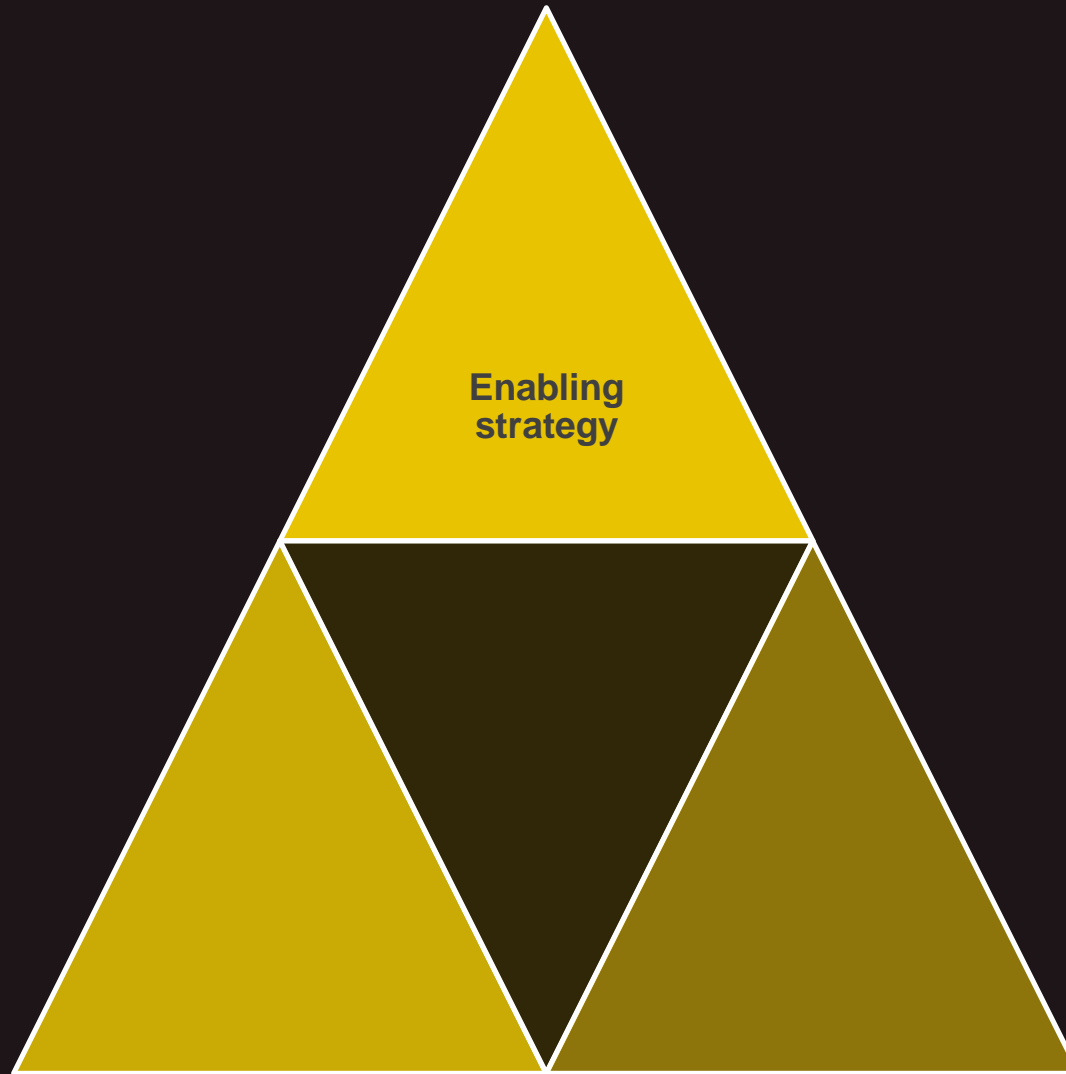
## SERVICE CULTURE



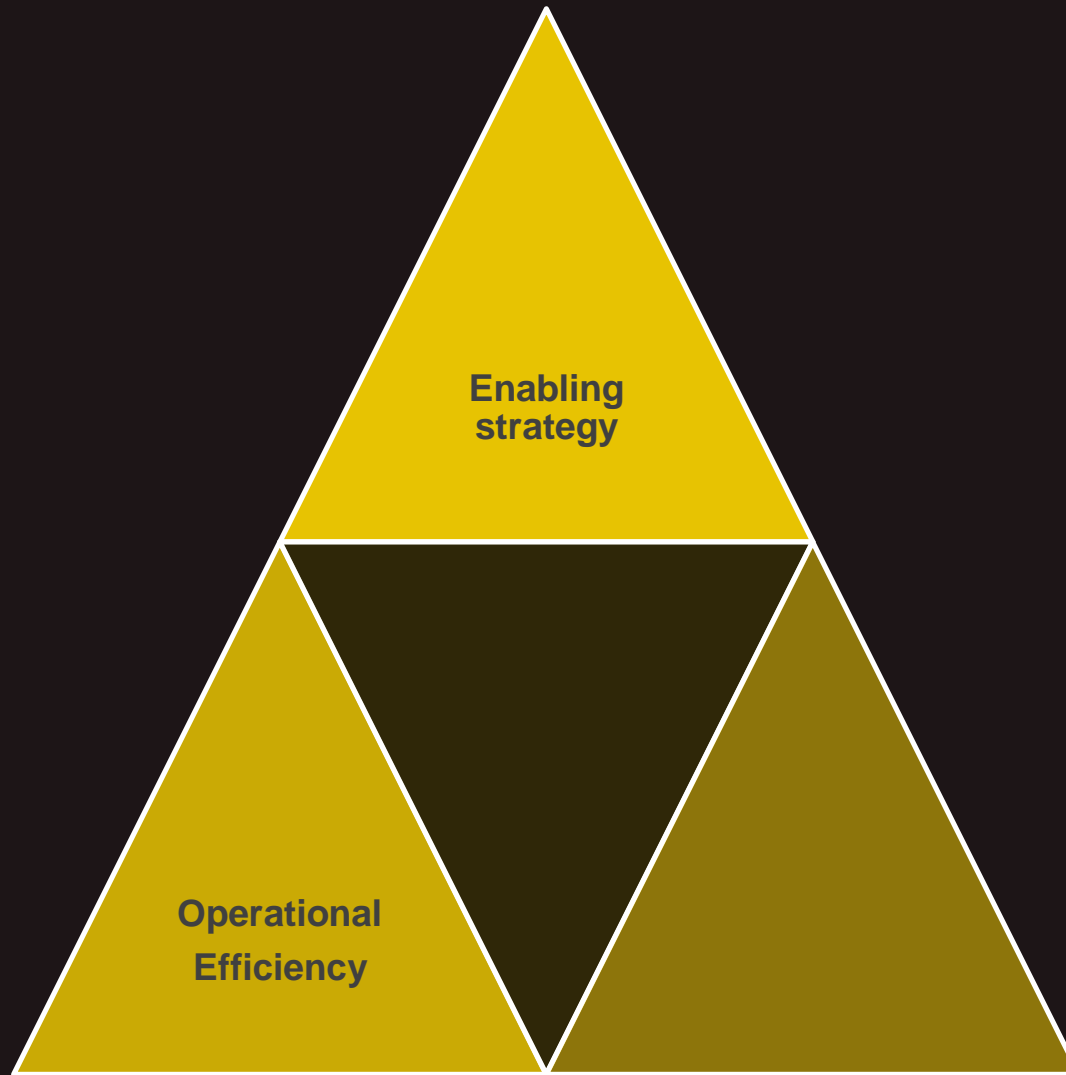
# UNSW Service Culture Framework



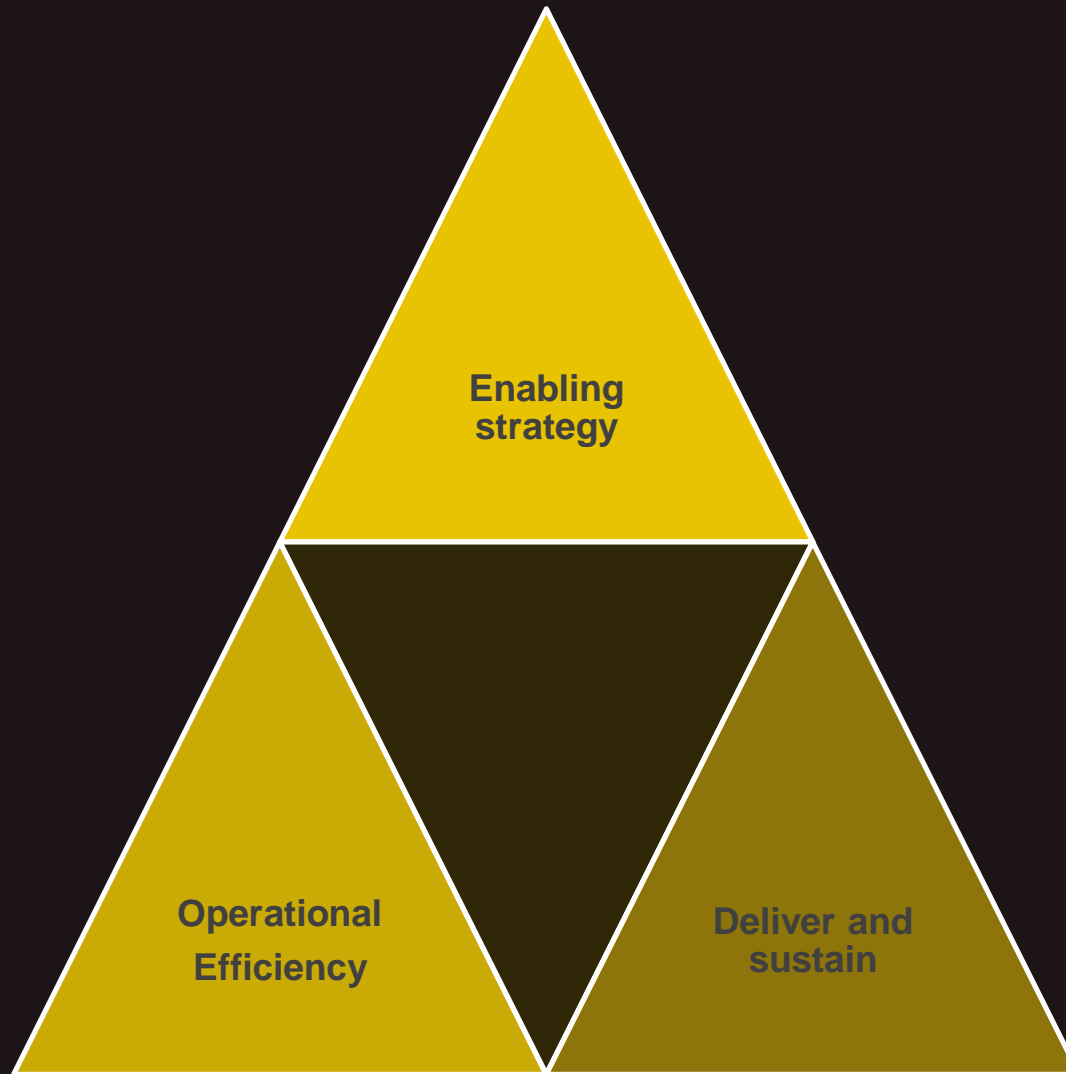
# Service improvement model



# Service improvement model

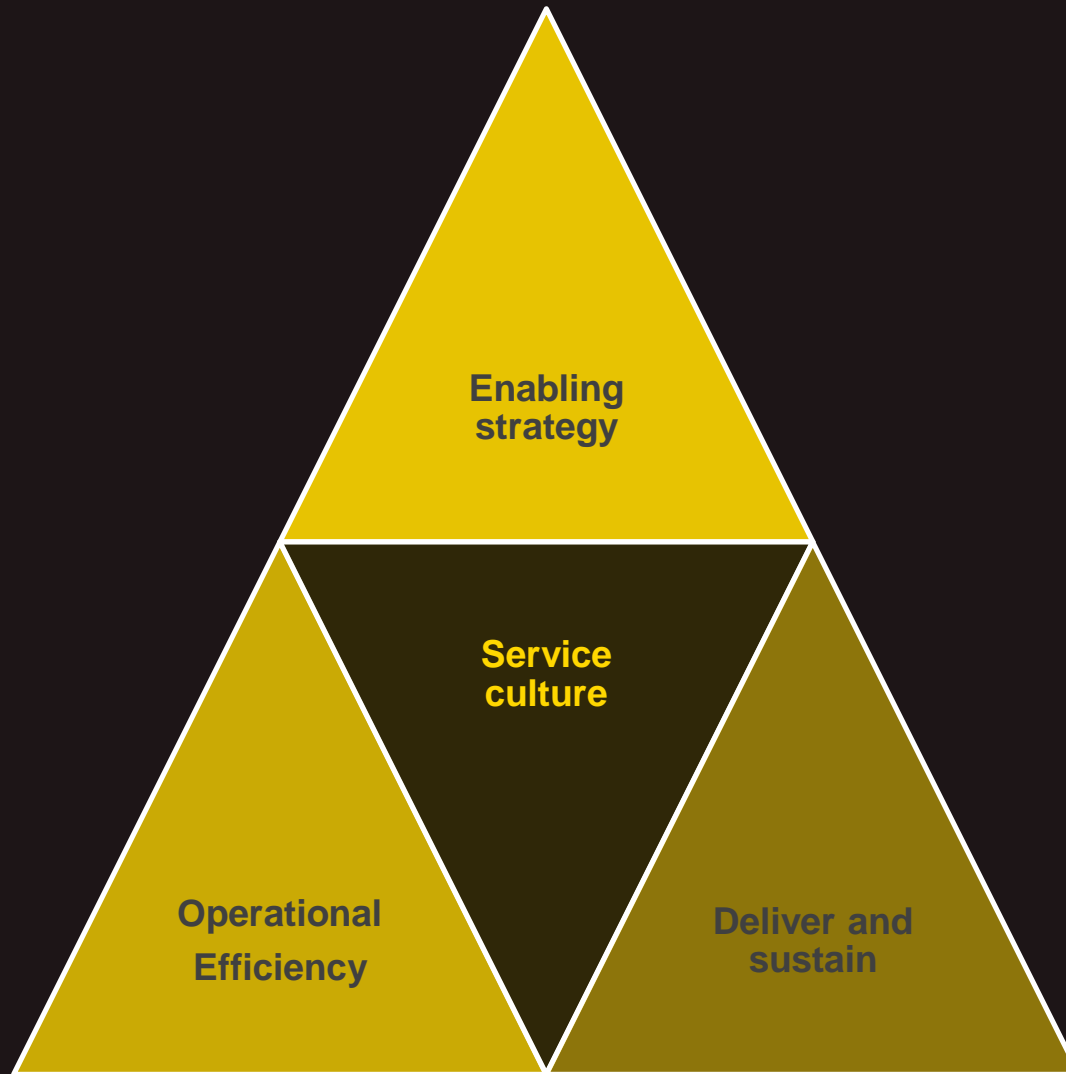


# Service improvement model





# Service improvement model



# Enabling strategy



# Operational Efficiency



XKCD

# Deliver and sustain



# A Brave New World

