

Great Customer Experience Starts with Company Culture

STRATEGY | VISION | MISSION

How we do things

BRAND CULTURE

Who we are and what we promise to the outside world

VALUES | BEHAVIORS | COMPETENCIES

OUTSIDE IN

INSIDE OUT



Your Employees are Brand Ambassadors

True culture and brand alignment mean people, programs, and practices work together to support the business strategy.

I know how I can help push the company forward in my role.

I know why my job matters.

I feel passionate about what I do.

I feel emotionally connected to the products and services we sell — We do amazing things!

I "live" the brand vision in my day-to-day activities.

We deliver on our promise to customers.

Wow! They actually do what they say they will do!

When employees live the brand vision, customers and the market respond.

They always deliver on their promise.

I trust this company.

I recommend this company to others.

CUSTOMER EXPERIENCE

I will do business with this company again.

This is the beginning of a long, beautiful partnership.

REVENUES

OPERATING MARGINS

PROFITS

PERFORMANCE

PRODUCTIVITY

LOYALTY