



How transforming company culture in the Travel sector improved customer satisfaction.

The client...

International Packaged Holiday Operator - 2500 employees, UK and European locations.

The issue...

Increase customer satisfaction in an extremely challenging and competitive market.

What we did...

Using OCI and other research methods helped the organisation understand the linkages between the prevailing culture, which was one of financial control, and the behaviour that this created throughout the organisation, that in turn, damaged brand reputation and adversely affecting business performance.

An attitude of 'financials AND customer' was developed with the senior team and this was shared with staff throughout the organisation. Project roll out deferred for 6 months as top team coached and supported in 'new behaviour.' Frontline staff were supported as they developed their working practices to project the new customer oriented culture. Core processes were simplified to remove cost from the system.

What happened as a result...

- substantial improvements in holiday maker satisfaction were measured within eighteen months of the project starting
- after 2 years customer satisfaction score had moved from 68 to 85 (max 100)

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