

## AS A PA YOU CAN drive a world class service culture

by Femi Adebajji

**E**veryone in an organisation plays a key role irrespective of whether they are front-line customer-facing or not. As a PA, you can make a real difference!

### Why is it up to us?

As a PA you consistently engage with external customers and in order to do so successfully, in today's world, you have to deliver distinct customer service excellence. Customers today expect that level of excellence from you as the gatekeepers to the executives. They expect it also from your co-workers who interface with them and it will determine whether customers will stay with you or seek out and do business with the competition.

Furthermore, there is the issue of culture. The experience customers get when they interact with you is almost always a reflection of the culture within your organisation. For organisations to deliver exceptional world class service to their customers they must first start from within.

### So what is the bottom-line?

The bottom line is that you can't fake what you haven't got, and you can't deliver great customer experience unless a culture of internal service excellence first exists within your organisation.

It is absolutely imperative that you as a representative of your organisation intentionally and consciously seek to



create a culture of world class service with your co-workers and executive and role-model what the culture should be within the organisation demonstrating how all can also deliver world class service internally and externally - to customers, suppliers and stakeholders.

### This means a PA can be a role-model!

Achieving this goal means that you have played a key role in showcasing service behaviours that everyone in the organisation has witnessed and are willing to adopt by understanding the impact they have on the customer value chain as well as on co-workers.

**Today's high-performing PAs know that they cannot be customer-focused unless they are first people-focused!**



**Femi Adebajji is a sought-after international customer service speaker and organisational excellence speaker on Leadership, Change, and Motivation. Contact [info@speakersinc.co.za](mailto:info@speakersinc.co.za)**