



The Philadelphia Chapter of The French American Chamber of Commerce

Proudly Presents a Transatlantic Webinar

OUT C.A.R.E. THE COMPETITION

Fine Tuning Culture for Sustainable Success



Wednesday, September 18th, 2024
12:00 PM - 12:45 PM EDT Philadelphia
18h00 - 18h45 CEST Paris

IS YOUR COMPANY PREPARED TO LEVERAGE THE POWER OF C.A.R.E. ?



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2019

Patient Experience

"You matter to us"

- Decrease in life expectancy in the USA
- Health as a central topic of discussion
- Strong competition driving differentiation

2020

Customer Experience

"Caring for You and Yours "

- Great return to home
- "Cocooning" consumer purchases
- Suffering from the loss of vulnerable loved ones due to COVID

2021

Employee Experience

"Welcome Back,
We've Missed You!"

- Remote work is now a standard
- Work-life balance is essential
- A new world to shape

2022

Engagement

C.A.R.E.

- The Great Resignation underway
- Reinventing office spaces
- Employees seeking more attention

2023

Competitiveness

R.A.C.E.

- Refocusing consumer purchases on what matters to them
- Differentiation through care and attention
- Need for signs to build trust

IS YOUR COMPANY PREPARED TO
LEVERAGE THE POWER OF **C.A.R.E.** ?



To get more go to our website
outcarethecompetitionbook.com

We'd like to know more about you

Scan the QR code or click the link : <https://ahaslides.com/6CVE5>



Camaraderie



Light and Warmth

Key Indicators

- Employee engagement rate with the company's digital communications
- Rate of successful recruitments
- Employee response rate to feedback requests

Companies committed to Camaraderie

patagonia

virgin atlantic

Authenticity




Stability and Trust

Key Indicators

- Percentage of company commitments aligned with actions
- Percentage of actions corresponding to company commitments
- Percentage of internal and external communications that are completely truthful and sincere

Companies committed to Authenticity

Armor·lux

 **DECATHLON**

Ease



Simplicity and Comfort

Key Indicators

- Rate of repeat customer contacts across multiple channels
- Customer-Employee Ease Score (C2ES)
- Net Promoter Score (NPS)

Companies committed to Ease



amazon

Reliability



Consistency and Predictability

Key Indicators

- Percentage of time invested in process review and training
- Frequency of customer interactions for problem resolution
- Percentage of alerts raised by employees

Companies committed to Reliability



TOYOTA



C.A.R.E.



Safety

“What happens inside your organization is felt outside by your customers.”

Shep HYKEN

- Stronger strands make for stronger ropes
- Braided together, the components of C.A.R.E. provide **emotional security**

Benefits of C.A.R.E. to boost Competitiveness

C

Camaraderie

Creativity

A

Authenticity

Pride

R

Reliability

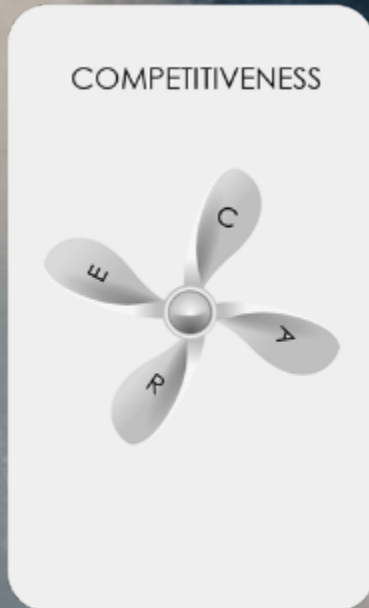
Proactivity

E

Ease

Responsiveness

R.A.C.E.



A blue rounded rectangle containing four propeller diagrams and a progress bar. Each diagram shows a propeller with four blades labeled C, A, R, and E. The diagrams are arranged in a 2x2 grid. Below the diagrams is a progress bar with four segments, each labeled with a letter: C, A, R, and E. The segments are filled with red, indicating progress.

Competitiveness 3-4-2-1

Competitiveness 2-3-2-2

Competitiveness 1-1-2-1

Competitiveness 4-3-3-4

C

A

R

E

Audacity

A robust rope is required to start the engine and its four blades

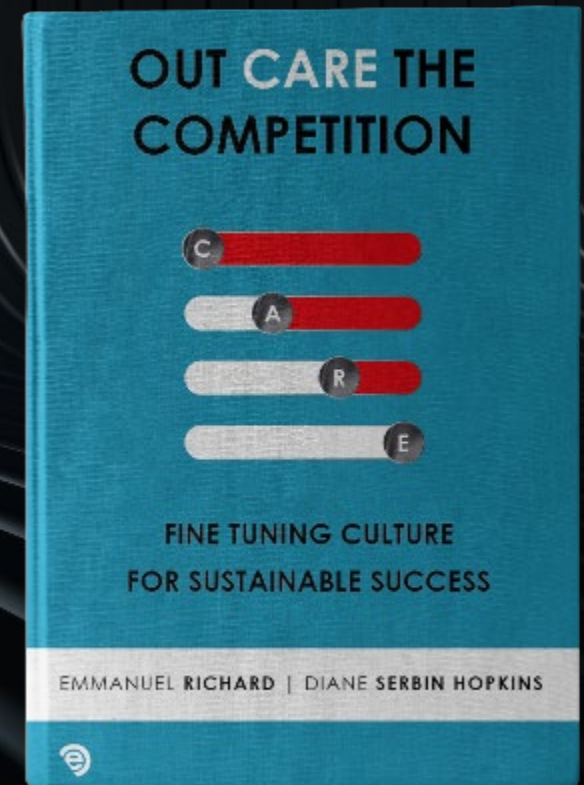
- The C.A.R.E initiates the propeller forward
- Acceleration is driven by Creativity (C), Pride (A), Proactivity (R), and Responsiveness (E)

A C.A.R.E. model combining service spirit and performance

Key Messages



- Trust leads to Safety
- Safety leads to Audacity
- Audacity supports Competitiveness



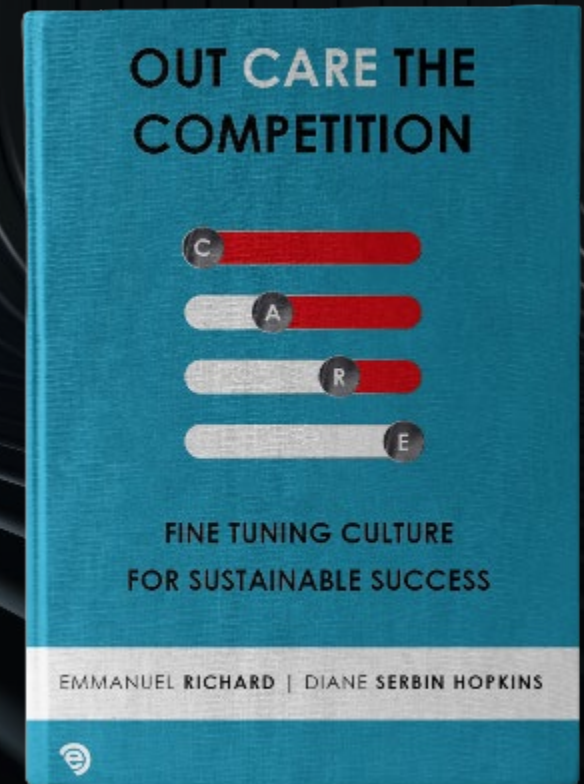
Thank you for your attention

Congratulations to everyone who supported us from the start of the project to the publication of the book.

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MERCI BEAUCOUP

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