

Dayton, Ohio-based Performance Technologies Transforms the Culture at Northwest Airlines with *The Northwest Experience*

July 23, 2008, Dayton, OH—Performance Technologies has been quietly contributing to Northwest Airlines' transformation into an industry leader of customer service and satisfaction. With initial numbers showing improvements, Northwest Airlines is declaring the initiative, *The Northwest Experience*, a success.

“To date, our customer service scores have improved since *The Northwest Experience* began,” says Crystal Knotek, Senior Vice President of Customer Service and Airport Operations for Northwest Airlines.

Performance Technologies, a Midwest regional consulting firm with 25 years experience in cultural transformation, helped create this new initiative aimed at moving Northwest Airlines internal and external customers from the sphere of indifference to one of loyalty.

Michael Boland, President and Founder of Performance Technologies, attributes the success to a three-step organizational focus: **clear vision, engaged leadership** that drives **customer intimacy**.

“A company must be vividly clear on who they are, what they do, and why their product or service is important to customers,” says Boland. This clear vision allows all employees to focus on the same target instead of becoming siloed in their day-to-day functions. The result is a consistent and interconnected focus on and serving of the customer, “I strongly believe that if we involve and care for our employees, they will take great care of our customers, which results in a successful and profitable enterprise,” says Knotek.

Performance Technologies has worked with all levels of Northwest to create this cultural transformation. However, this critical endeavor continues to evolve as the process is transferred to the leadership and other experts at the organization. This ensures that results continue long term.

Performance Technologies' 25 years of success as a premier consulting and training firm (<http://www.performancetec.com>) prove that the three-step approach works.

“Performance Technologies has an integrity and commitment to a business relationship that allows for an uncommonly deep level of trust to evolve,” says Dave McNally, author of *Even Eagles Need a Push* and partner on *The Northwest Experience* initiative. “As a result, more effective and permanent solutions to business problems are developed.”

Performance Technologies specializes in helping its customers WIN by developing overall organizational excellence led by exceptional coaches. Performance Technologies has an impressive portfolio of success with customers that include companies such as LexisNexis, Steelcase and Northwest Airlines.

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