

CWDA 2013 CONFERENCE

REMEMBERING YOUR STAFF- THE KEY
TO FIRST CLASS CUSTOMER SERVICE



CWDA



To boldly go where no woman has gone before

A TALE OF TWO AIRLINES





THE SECRET TO

Customer Satisfaction

Energized, engaged and empowered employees translate into happy customers. Here's how to fire up your team.





It's no secret

CULTURE

Drives Performance



STRONG PEOPLE CULTURES

- Higher returns (X2)
- Higher growth (X2)
- Higher customer satisfaction
- Higher employee productivity
- Higher retention, lower absenteeism
- Higher safety
- Higher rate of innovation

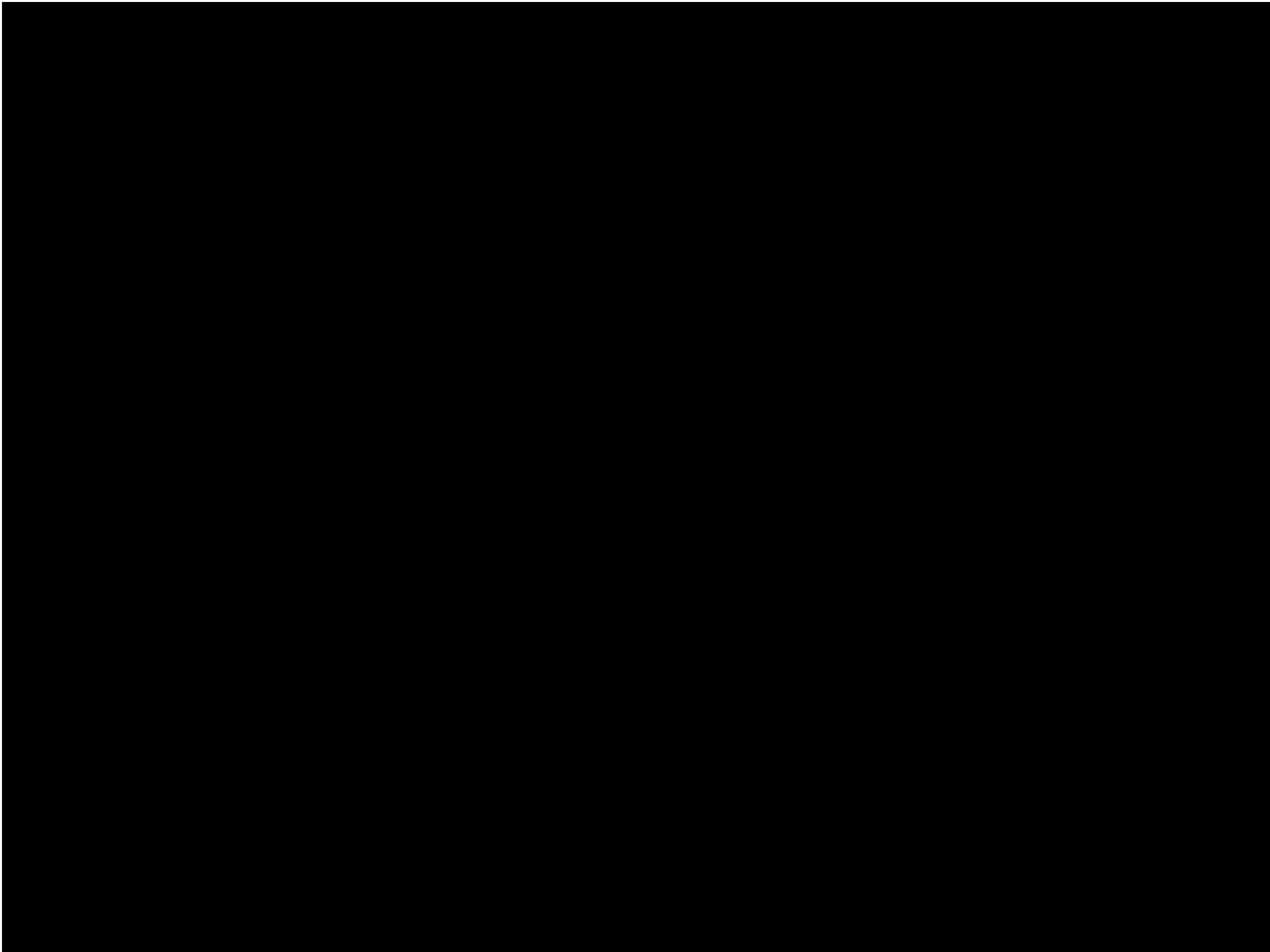


ZAPPOS

“Zappos is about happiness-happy employees,
happy customers”

“Ultimately it’s about culture...happy employees
and tapping their hidden talent.”

“The main thing is to just trust the customer rep &
let them make their own decision.”

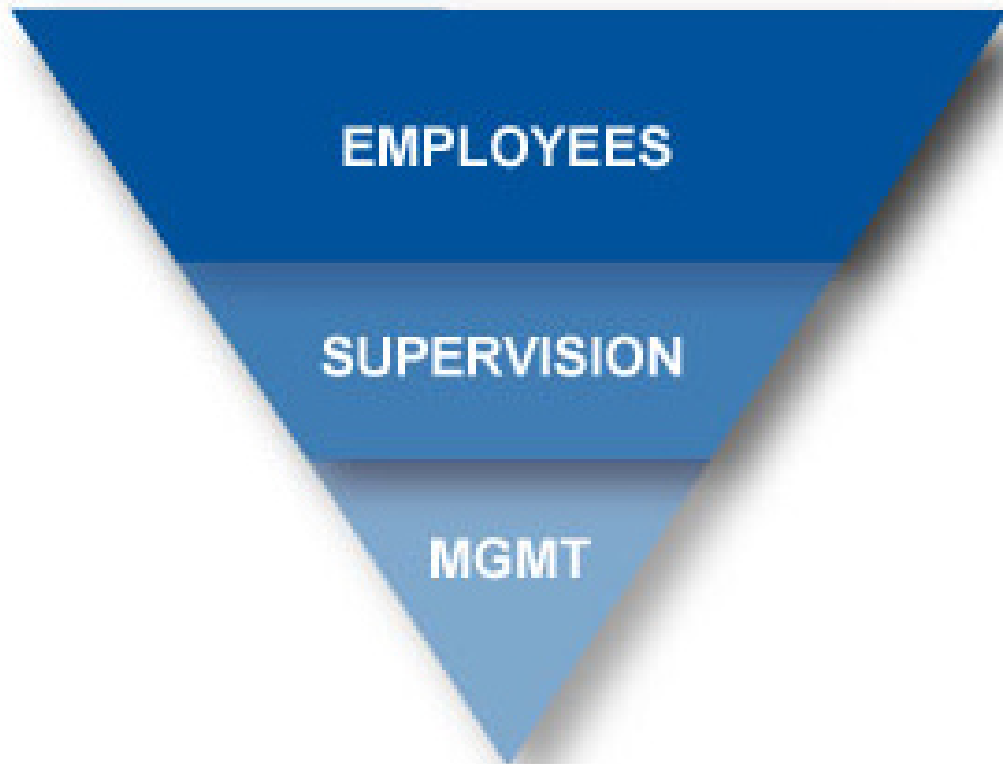




HAPPINESS- 4 ATTRIBUTES

- Perceived Control
- Perceived Progress
- Connectedness
- Vision/Meaning







STEPS ON THE JOURNEY

- What's our customer service vision?
- What's our employee vision?
- What are we going to do differently to achieve these visions? (Innovation)



CUSTOMER SERVICE & EMPLOYEE VISION

- You're a Mythical County Agency (Pick a name)
- Your short Customer Service Vision (Top 3 things- desired customer experience)
- Your short Employee Vision (Top 3 things- desired employee experience)



We seek to be Earth's most customer-centric company...





Herb Kelleher

We operate with a Warrior Spirit, a
Servant's Heart and a Fun-LUving
Attitude





We're called partners, because it's not just a job, it's our passion. Together, we embrace diversity to create a place where each of us can be ourselves. We always treat each other with respect and dignity. And we hold each other to that standard.





ZAPPOS FAMILY VALUES

- Deliver WOW Through Service
- Embrace and Drive Change
- Create Fun and A Little Weirdness
- Be Adventurous, Creative, and Open-Minded
- Pursue Growth and Learning
- Build Open and Honest Relationships With Communication
- Build a Positive Team and Family Spirit
- Do More With Less
- Be Passionate and Determined
- Be Humble

JEFF BEZOS' 2 PIZZA RULE



INNOVATION EXERCISE

- Pick 3 Innovative Ideas to support your Employee Vision
- Briefly outline the implementation details- why, how, how much
- Pick your best idea to present to the group



SOME IDEAS FOR INNOVATION

- Recruiting and Retaining
- On-Boarding & Training
- New Roles- Managers and Sup's
- Empowerment
- Fun
- New Ideas Generation
- Celebrating Success
- Developing New Individual Talents



1st PRIZE-BEST IDEA

2nd PRIZE-BEST IDEA

3rd PRIZE-BEST IDEA

ZANNIEST IDEA

PRESENTED WITH THE MOST SPIRIT

MOST LIKELY TO CRASH & BURN

