



&



industry insights for schools

presented by

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bad customer service



3 MAIN AREAS TO IMPACT CUSTOMER SERVICE

product
process
personal

product



**innovative, minimalistic products,
open/hands-on clean store, quality**



**over 50 products appealing to a
variety of tastes, interests, needs**



**also variety of products includes
voting & sweepstake prizes**

product



**simpler packaging of t-shirts,
registration process, samples,
quality**



**varieties of dances, spirit activities,
programs--Not always for ALL**



**voting on not only music for
lunches, but spirit days,
homecoming themes, events, etc.**

product



**comfortable & consistent store with
a customizable product**



sense of service through shopping

product



comfortable place on campus for lunch & after school, & consistent service with checkins, purchases with a customizable shirts, ASB Cards, spirit days



dances, shirts, hats, gear that benefits charitable causes

process



regular informational updates on package



**Ride Tickets to Admission Tickets
Lines to FastPass to xPass
Friendly Service**



**No Bag Fees, Change Fees
Open Seating, "informal presence"
twitter presence**

process



updated & proactive information on websites, posters. Updates provided in announcements



**A Dance Pass, Game Pass, Rally Pass, etc.
Friendly Service (on stage vs off stage at Rallies)**



**reducing unnecessary fees at events and/or combining costs (i.e. 1 free dance photo)
twitter presence**

process



no risk online shopping, quick
SURPRISE shipping, expansion to
other areas



process



no risk online shopping, quick SURPRISE shipping, expansion to other areas



2013 Super Bowl Twitter ad (Rapid Response in advertising)



informal inviting place, one-to-one computer help, quick fixes in-store, likability, trustworthiness

process



SURPRISE bonuses (free spirit tattoo), hidden bonuses at sporting events



Social media team with real time flexibility



informal asb shirts, concierge at events, one-to-one assistance (ie Link Crew, WEB), remain friendly and trustworthy

process



Google™

simple homepage that changes based on events, honorees

SONY

30 & 90 day follow-up surveys



advertising focusing on contribution, movement

process



Google™

**simple posters, homepage
honoring school figures, history,
groups, streamlined message**

SONY

follow-up surveys questionnaires



**advertising focusing on
contribution, movement**

personal



use of names, memorizing drink orders, giving out samples, visiting with regular customers



birthday cards, ease on phone



**free cone day anniversary
community boards in store**

personal



**use of names, memorizing
interests, giving out samples,
visiting with regular students**



birthday cards, ease on phone



**free spirit tattoo/t-shirt on founders
day
community boards on campus**

personal



**informal tone in resolving problems,
empowerment to solve problems,
human voice on the phone**

personal



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personal



**informal tone in resolving problems,
empowerment to solve problems,
human voice on the phone**



**call centers no longer encouraged
to get callers off phone as quick as
possible**

personal



**informal tone in resolving problems,
empowerment to solve problems,
super personal approach**



**working with students until problem
is solved**



+ 1 more
internal
“we are our own
customers”

internal



**culture book, training process,
incentive to “quit,” core values**

internal



**culture book, training process,
incentive to “quit,” core values**

- 1) Deliver WOW through service**
- 2) Embrace and drive change**
- 3) Create fun and a little weirdness**
- 4) Be adventurous, creative and open-minded**
- 5) Pursue growth and learning**
- 6) Build open and honest relationships with communication**
- 7) Build a positive team and family spirit**
- 8) Do more with less**
- 9) Be passionate and determined**
- 10) Be humble**

internal



**culture book, training process,
incentive to “quit,” core values**



flavor graveyard



**10% of worktime= independent
projects**

internal



**culture book, fun training process,
incentive to “quit,” core values**



“failure” graveyard



**10% of worktime= independent
projects**

internal



The classic Disney script logo in black.

cast races, basketball tournaments



costume parties, magazine features



paper airplanes contests, babies born during film production time

internal



The classic Disney logo in its signature script font.



**regular structured team-
building & behind the scenes
competition and celebration**

P  X A R
ANIMATION STUDIOS

next steps



QUESTIONS

What is it?

(definition)

What is it like?

(comparison)

What are some

examples?

(application or observation)

next steps



Four Actions Framework



Eliminate

Raise

Reduce

Create

recommend reading



The Apple Experience: Secrets to Building Insanely Great Customer Loyalty

by Carmine Gallo

Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant by W. Chan Kim & Renée Mauborgne

Delivering Happiness: A Path to Profits, Passion, and Purpose by Tony Hsieh

The Fred Factor by Mark Sanborn

The Starbucks Experience: 5 Principles for Turning Ordinary Into Extraordinary by Joseph Michelli

The Zappos Experience: 5 Principles to Inspire, Engage, and WOW by Joseph Michelli



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