

industry insights for schools

presented by Patrick Maurer





bad customer service







product process personal





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

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



ORE

also variety of products includes voting & sweepstake prizes







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

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



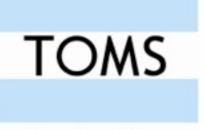
voting on not only music for lunches, but spirit days, homecoming themes, events, etc.







comfortable & consistent store with a customizable product



One for One

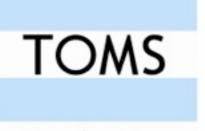
sense of service through shopping







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



One for One

dances, shirts, hats, gear that benefits charitable causes







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











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



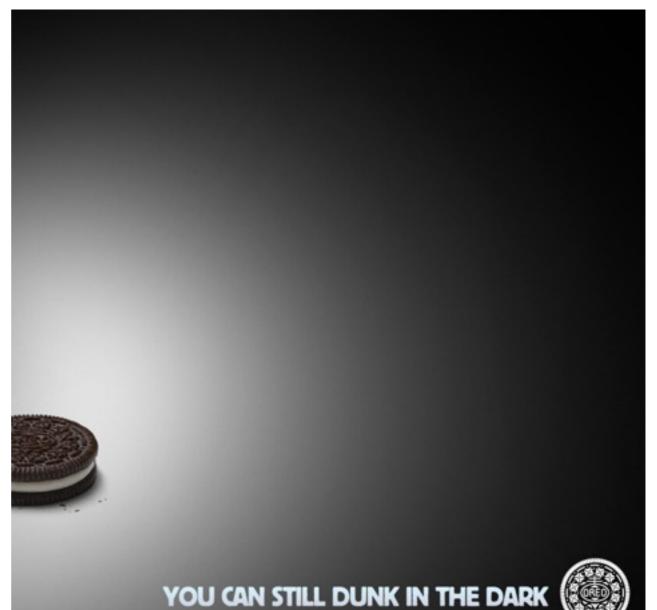


Zappos





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



ORE





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



ORE

Lappos



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









simple homepage that changes based on events, honorees

SONY

30 & 90 day follow-up surveys



One for One

advertising focusing on contribution, movement







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

SONY

follow-up surveys questionnaires



One for One

advertising focusing on contribution, movement







SOUTHWEST



birthday cards, ease on phone



free cone day anniversary community boards in store











birthday cards, ease on phone



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







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





24/7 Customer Service 1-877-927-2332







Zappos

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







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"









culture book, training process, incentive to "quit," core values





Zappos

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 openminded
- 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







culture book, training process, incentive to "quit," core values

flavor graveyard





10% of worktime= independent projects







culture book, fun training process, incentive to "quit," core values

"failure" graveyard





10% of worktime= independent projects







cast races, basketball tournaments

costume parties, magazine features



SOUTHWEST

paper airplanes contests, babies born during film production time









regular structured teambuilding & behind the scenes competition and celebration







next steps

QUESTIONS

What is it?

(definition)

What is it like?

What are some examples? (application or observation)



next steps



Four Actions Framework





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



PRESENTED BY

patrick maurer



