

A person in a dark suit and tie is shown from the chest up, holding a pen in their right hand. The image is overlaid with a semi-transparent grid and a faint line graph showing an upward trend. The background is a gradient of blue and teal.

Servicetopia

SERVICETOPIA

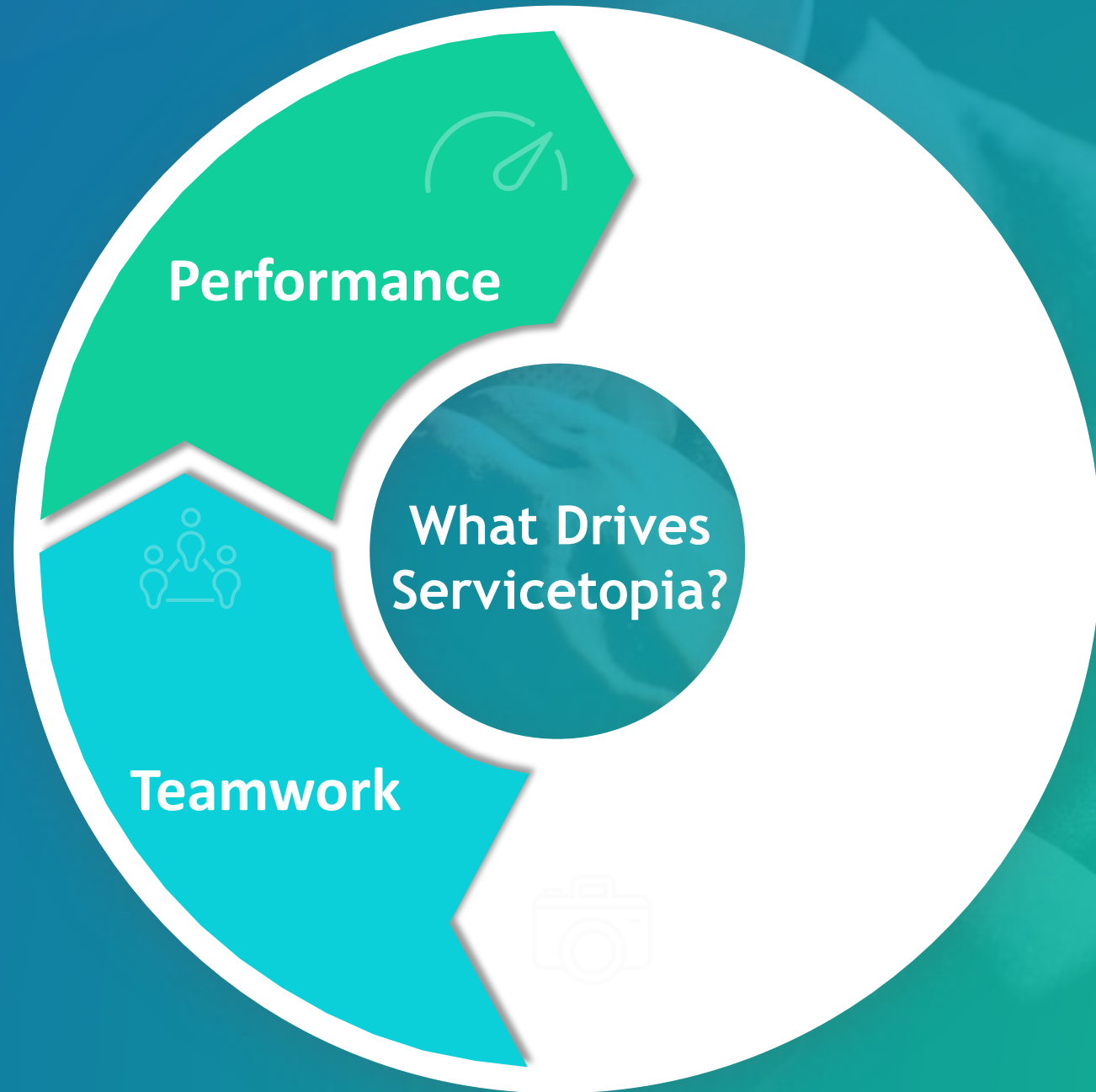


High Service Focus
Low Fulfillment

High Service Focus
High Fulfillment

Low Service Focus
Low Fulfillment

Low Service Focus
High Fulfillment





The
Southwest
Airlines
WAY

Using the Power of
Relationships to Achieve
High Performance

JODY HOFFER GITTELL



*RELATIONAL
COORDINATION*

Relational Coordination

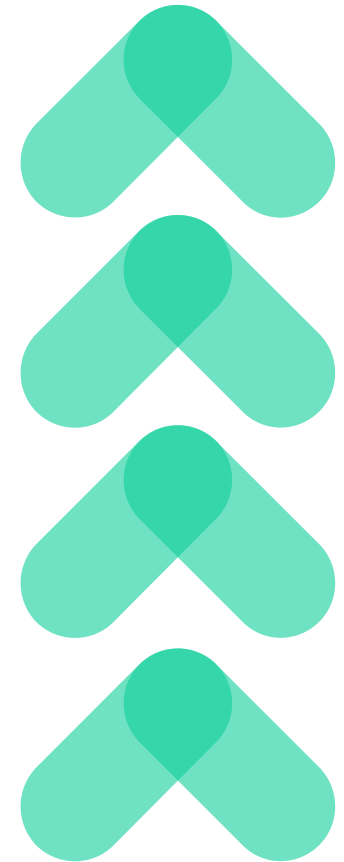


50%

Performance



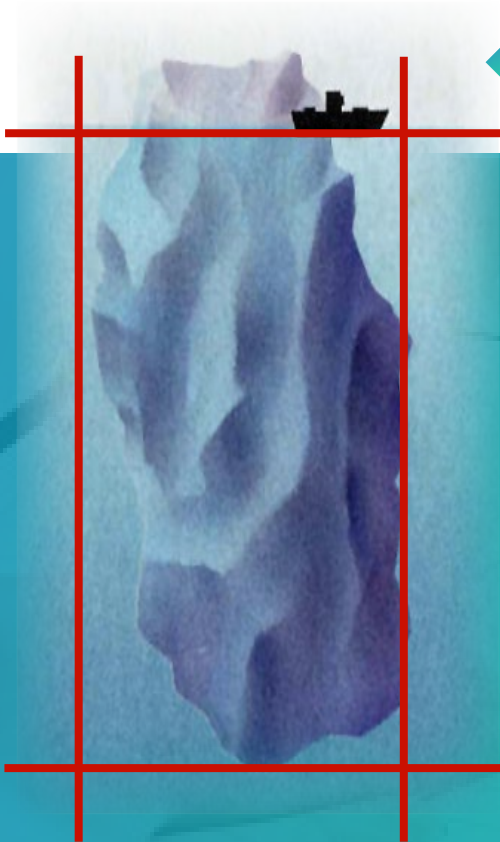
People Tension



Relational Coordination

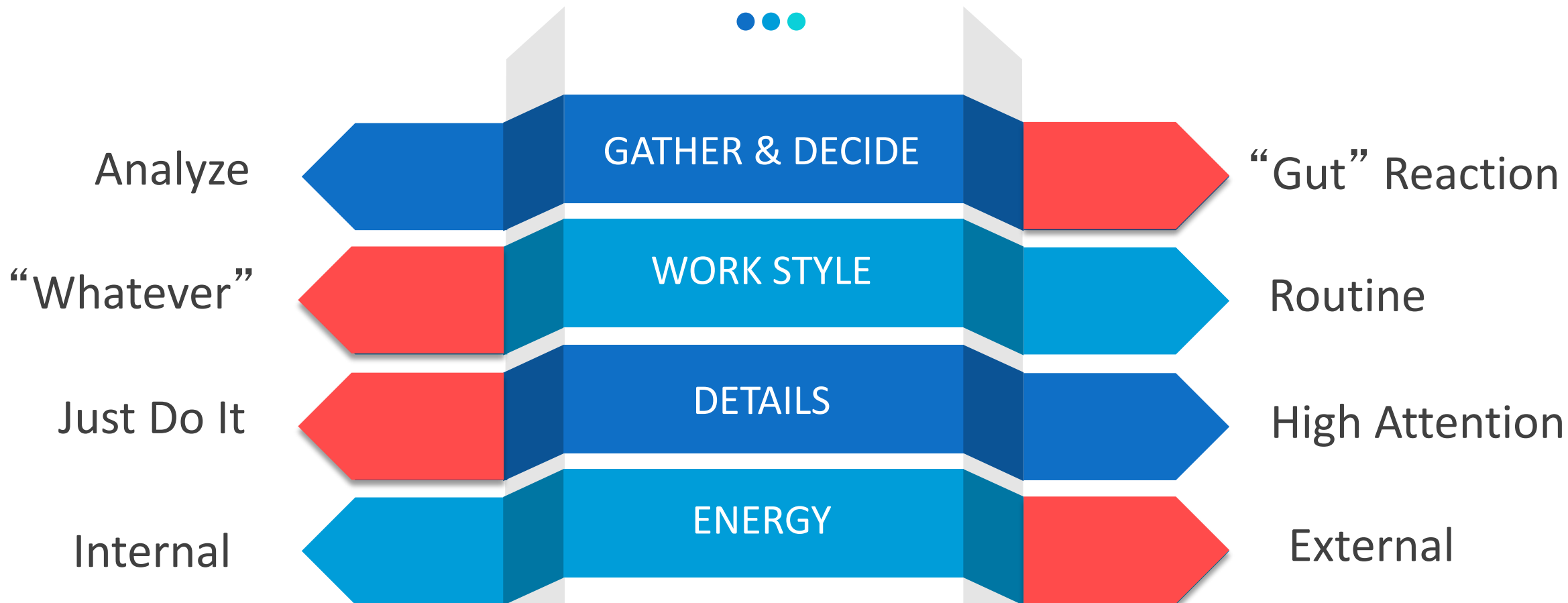


What you show the outside world, your talents, gifts and preferences.



What's underneath, the mistakes you have made and the skills that are less developed. Things that you do not feel comfortable showing the outside world.

Appreciating Differences



Relational Coordination

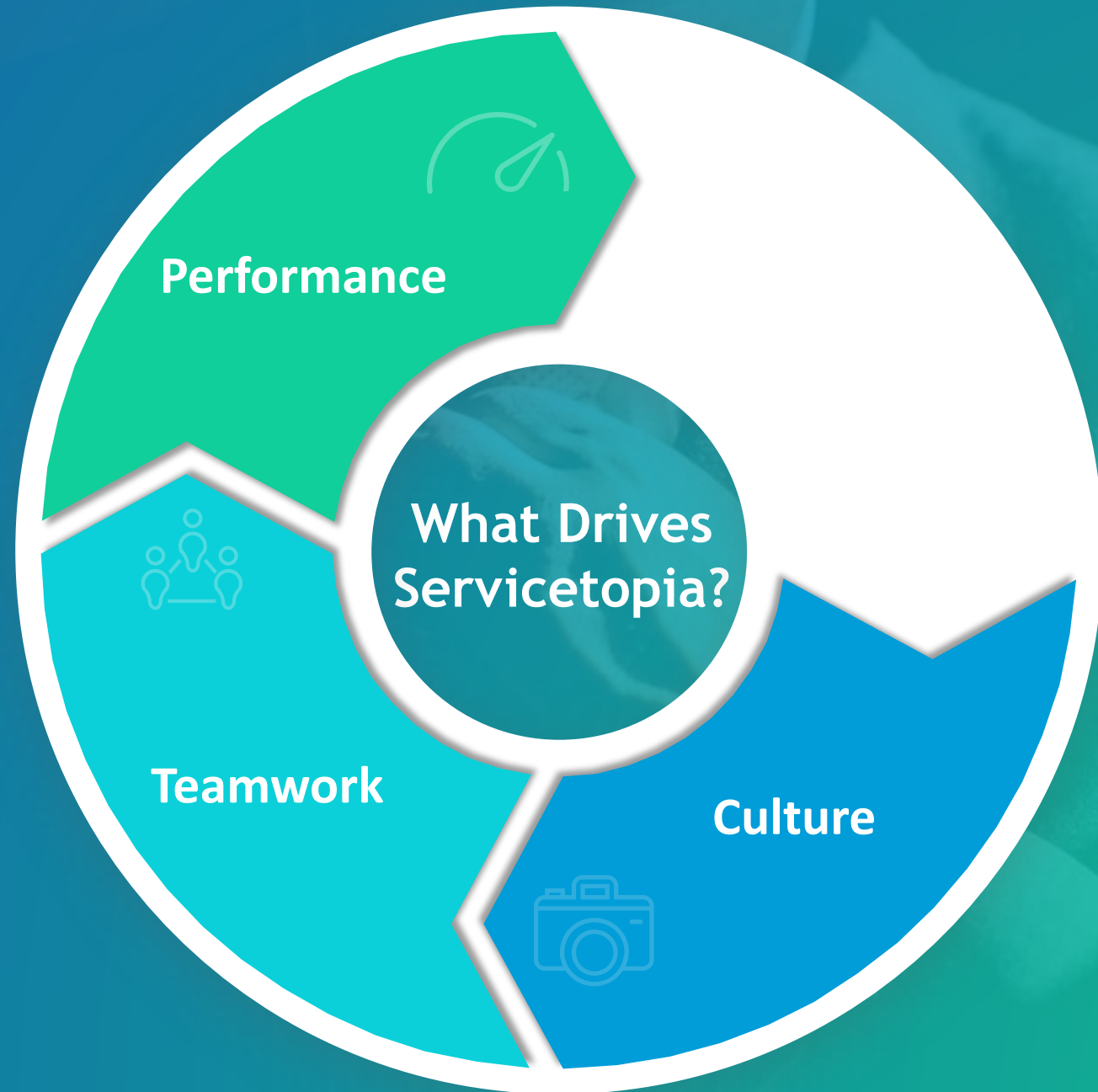


Performance



People Tension





Performance

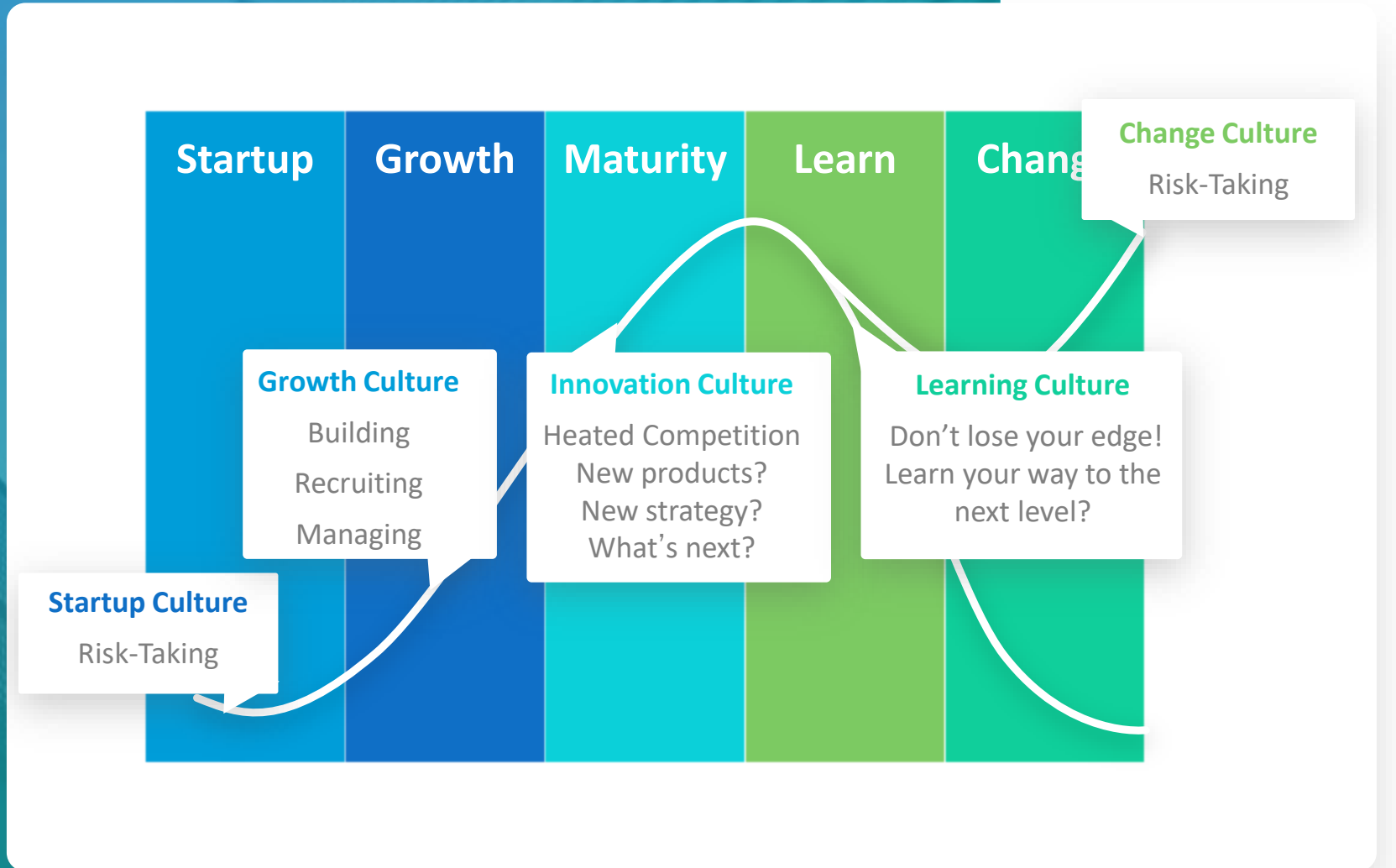
**What Drives
Servicetopia?**

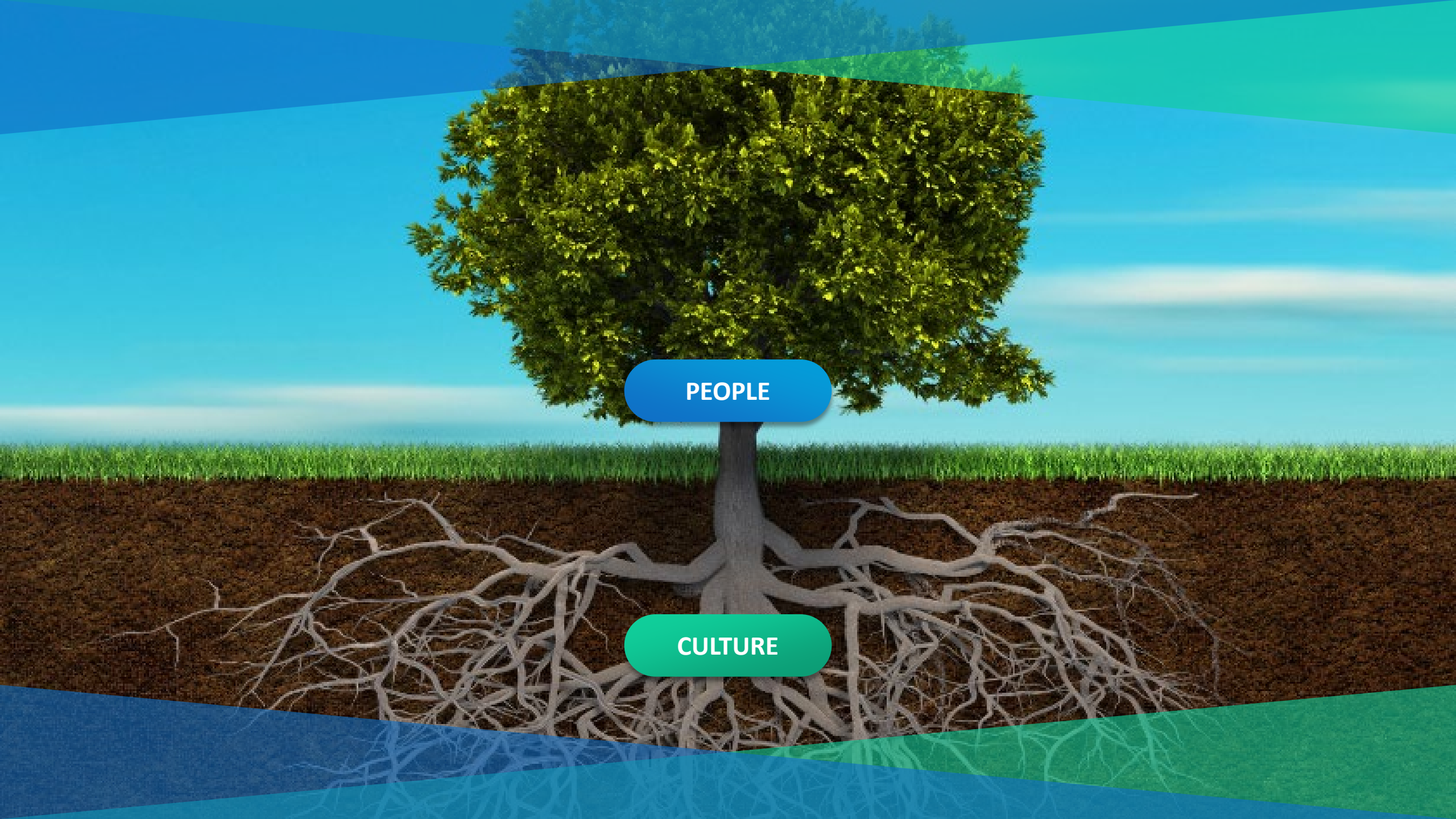
Teamwork

Culture



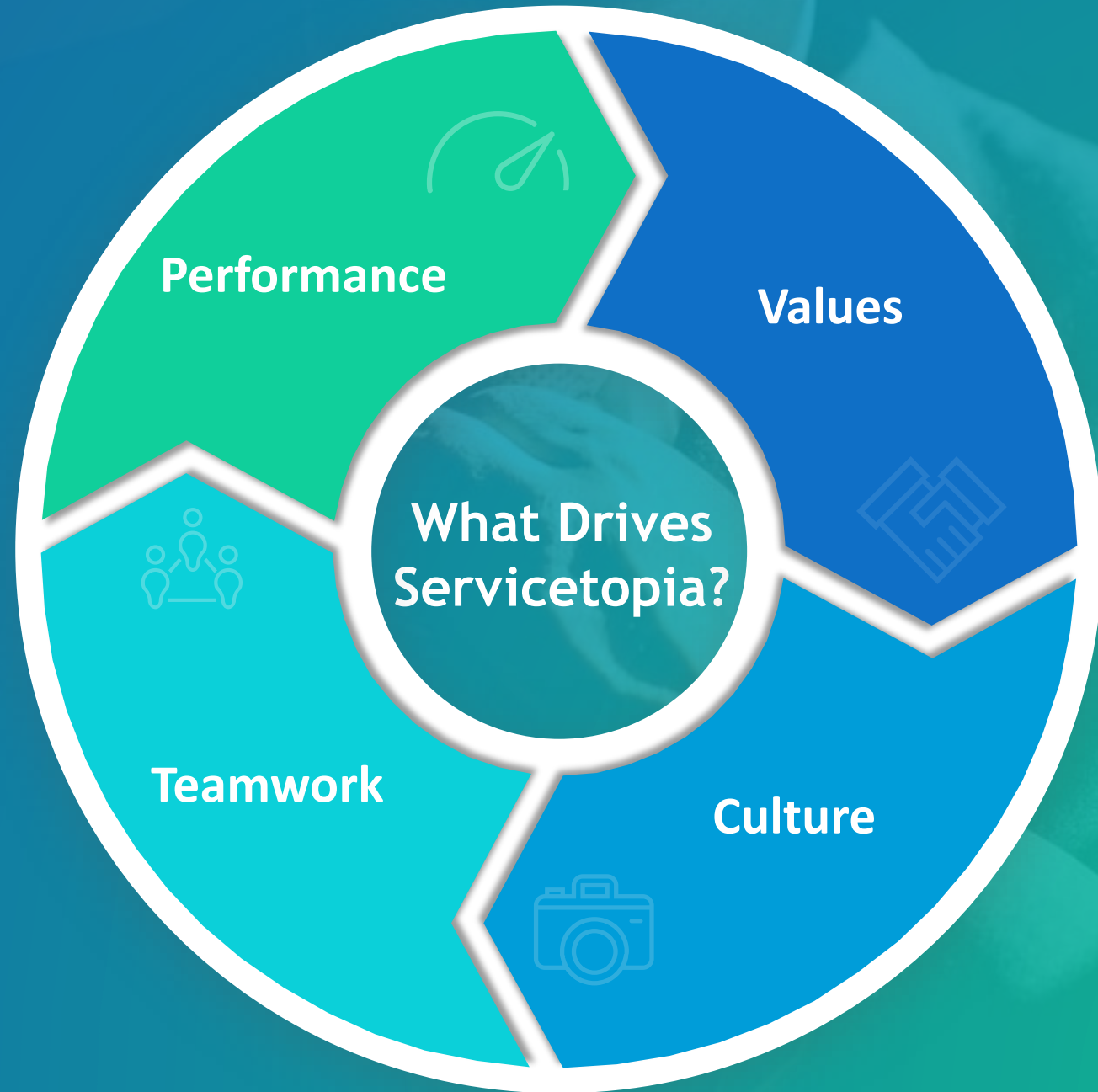
Culture Cycles





PEOPLE

CULTURE



Servicetopia Values



Purpose



Passion



Professional



Process



Pizazz



Purpose

Google



Google's Culture for Everyone?

Starbucks

Features of Starbucks Coffee's Organizational Culture

Servant Leadership ("employees first")

Relationship-driven approach

Collaboration and communication

Openness

Inclusion and diversity



Starbucks Coffee's culture is a key success factor in the business. The company uses its organizational culture as a distinction from competitors.

Southwest Airlines Vision



The Vision

of Southwest Airlines

To become the world's most loved, most flown, and most profitable airline.

The Purpose

of Southwest Airlines

Connect people to what's important in their lives through friendly, reliable and low-cost air travel.

The Mission

The mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

Customer Service Focus



Southwest Airlines is a customer service company that happens to be in the transportation business.

The level of service you give externally will only be as good as the level you give internally.

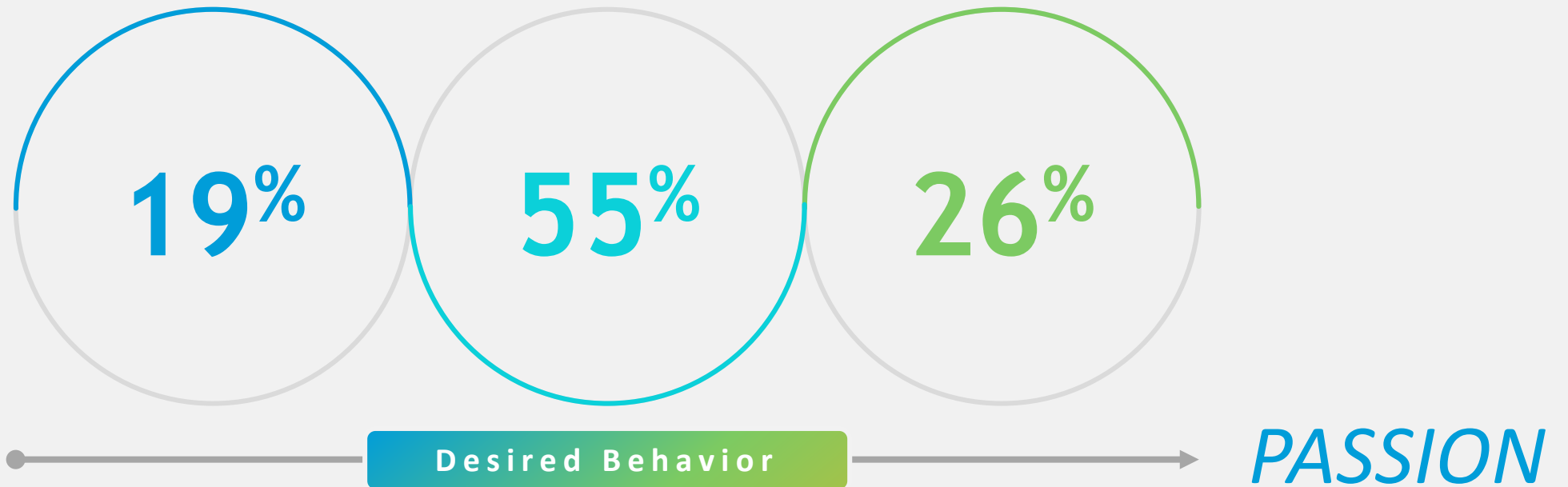




— **Passion** —

Employee Engagement

Research by Marcus Buckingham



The “CASH” Model Real Passion

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Competencies

Attitudes

Strengths

Habits



“ Soar with your Strengths ”

By Don Clifton



90 wpm

300 wpm

*6 week
speed reading course*

130
wpm

1500
wpm





Professionalism

delivered solid results in a challenging market



Professionalism Rules to Follow

- Be aware of your appearance, body language and tone.

What People Notice



“The 4 Minute Sell”

Research by Janet Elsea

01

Appearance

02

Facial Expression

03

Eye Contact

04

Body Movement

05

Personal Space

06

Touch

Sending & Receiving Emotions



Albert Mehrabian
Professor Emeritus of Psychology, UCLA

Gestures 55%

Tone 38%

Words 7%

Professionalism Rules to Follow

- Be aware of your appearance, body language and tone.
- Avoid gossip, drama and negative talk about others.
- Seek creative solutions for your customer to exceed expectations.
- Don't grumble about the process and make suggestions to improve it.
- Remember the positivity rule? Follow it.
- Make someone else's day; it makes your day great, too.
- Follow the Platinum and live by the Golden Rule.



Process





ServiceTopia “Best Practices”

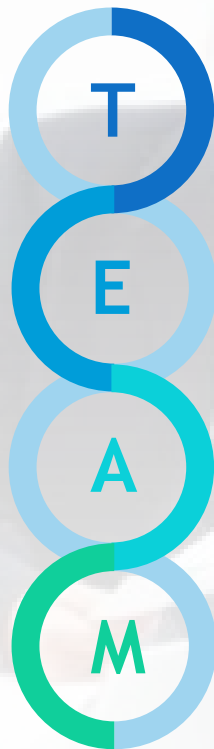


Clearly define goals and expectations.

Provide the tools and training to ensure success.

Build teams and reward team productivity.

“TEAM” Model



Trust — (Rely on)

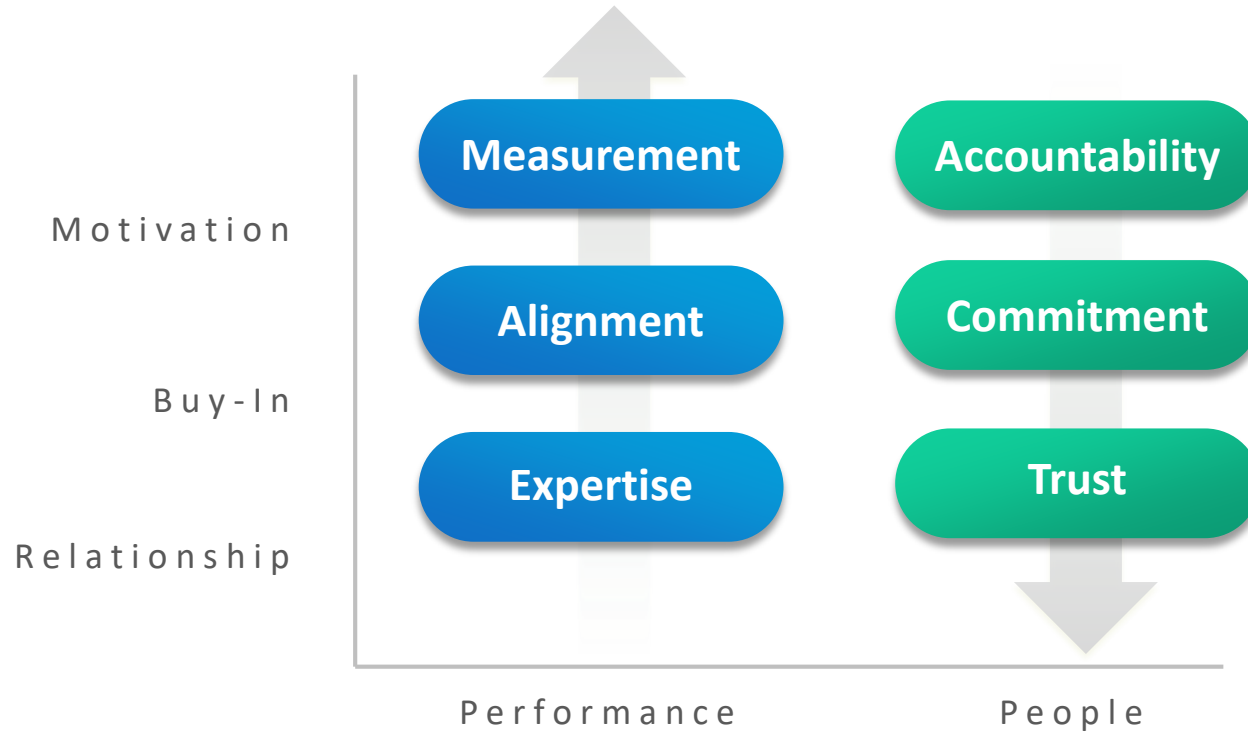
Expertise — (Strengths & Abilities)

Alignment — (Commitment)

Measurement — (Accountability)



Team Motivation



Team Alignment





ServiceTopia “Best Practices”



Clearly define goals and expectations.

Provide the tools and training to ensure success.

Build teams and reward team productivity.

Give frequent recognition and praise.

Encourage continuous learning and development.

Give effective feedback.

The “BEST” Feedback Model



Behavioral Description

Express Your Feelings

Solicit Input

Talk About Expectations



Sericetopia “Best Practices”



Clearly define goals and expectations.

Provide the tools and training to ensure success.

Build teams and reward team productivity.

Give frequent recognition and praise.

Encourage continuous learning and development.

Give effective feedback.

Listen more than you talk.



Sisteen







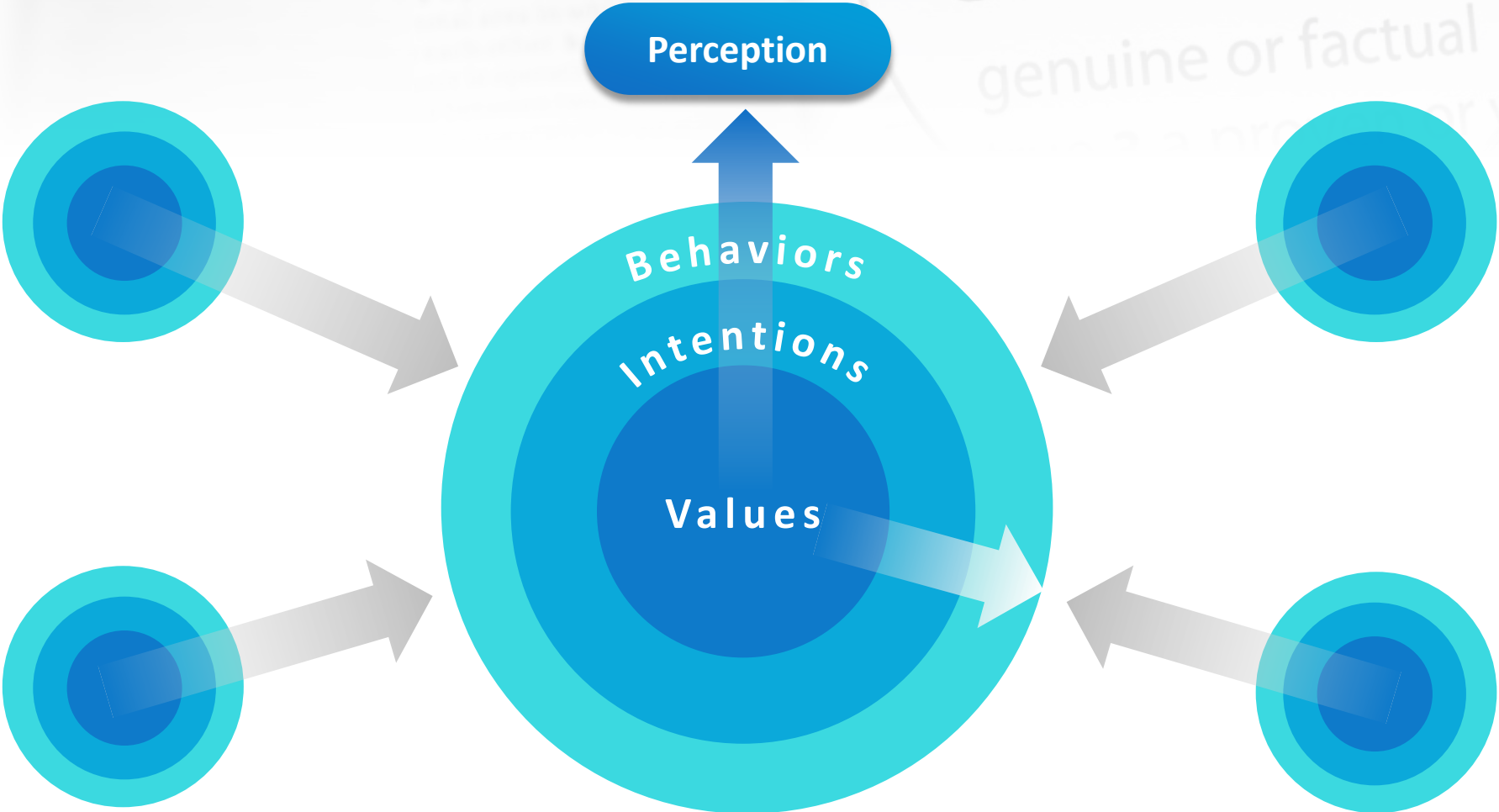
— Pizazz —



THE MOMENT OF TRUTH



Moments of Truth



Creating a Service Culture

...

COST

Fixed, Absolute, And Easily Measured

DISTINCTION

Variable, Relevant, Subjective

If you were “King/Queen” for a day, what is the one thing that you would change to distinguish your company as the ultimate customer service provider?

Service Culture



Thank You

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