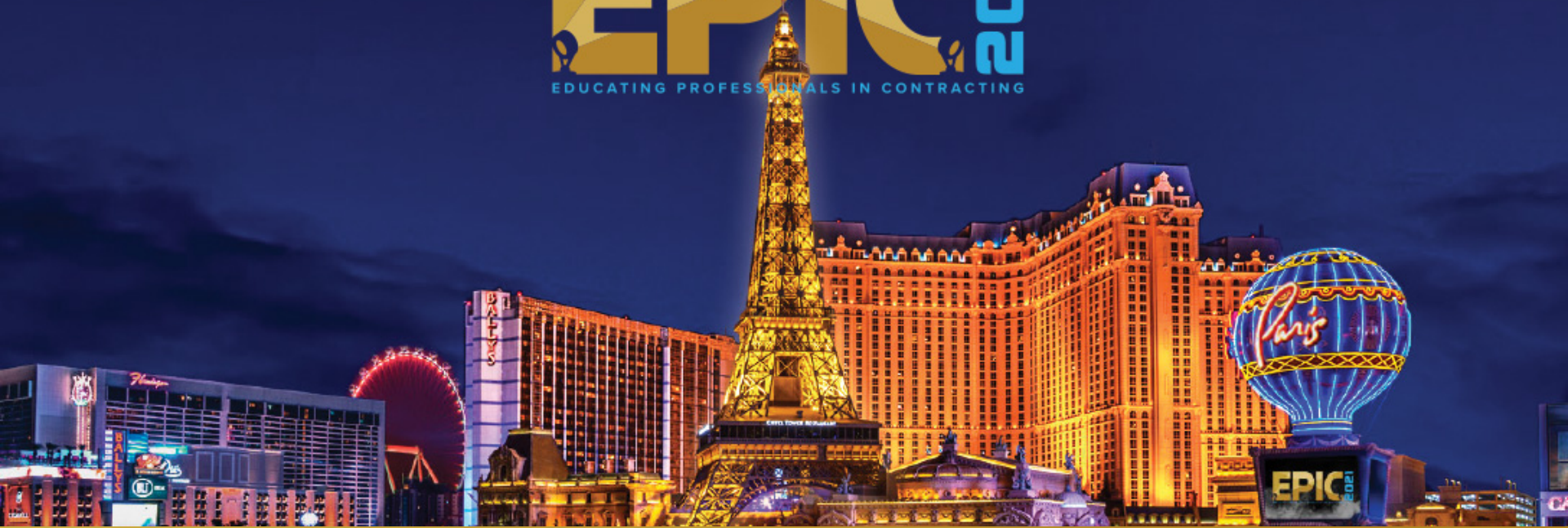


EPIC 2021

EDUCATING PROFESSIONALS IN CONTRACTING



Servicetopia

Presented By: Jason Young



JASON YOUNG



SERVICETOPIA

THE ULTIMATE
CUSTOMER SERVICE EXPERIENCE

Servicetopia

SERVICETOPIA

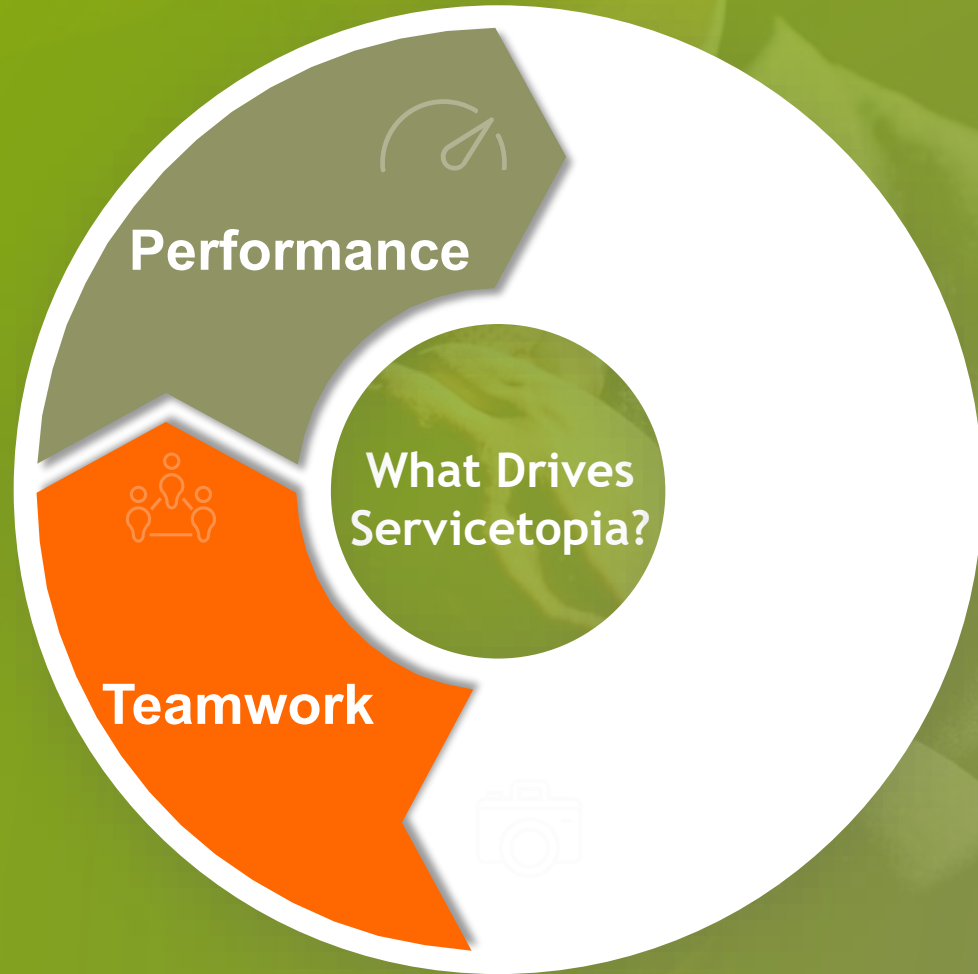


High Service Focus
Low Fulfilment

High Service Focus
High Fulfilment

Low Service Focus
Low Fulfilment

Low Service Focus
High Fulfilment





The Southwest Airlines **WAY**

Using the Power of
Relationships to Achieve
High Performance

JODY HOFFER GITTELL



*RELATIONAL
COORDINATION*

Relational Coordination



50%

Performance



People Tension



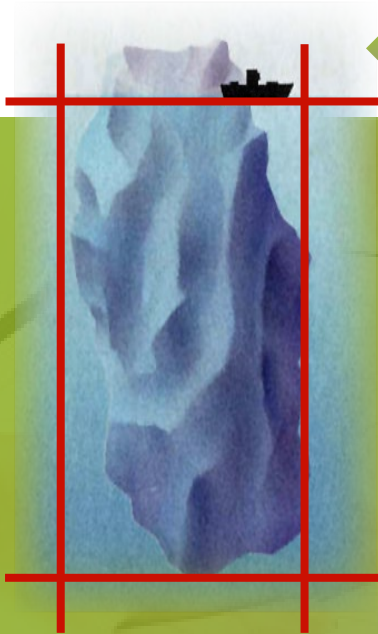
Relational Coordination



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

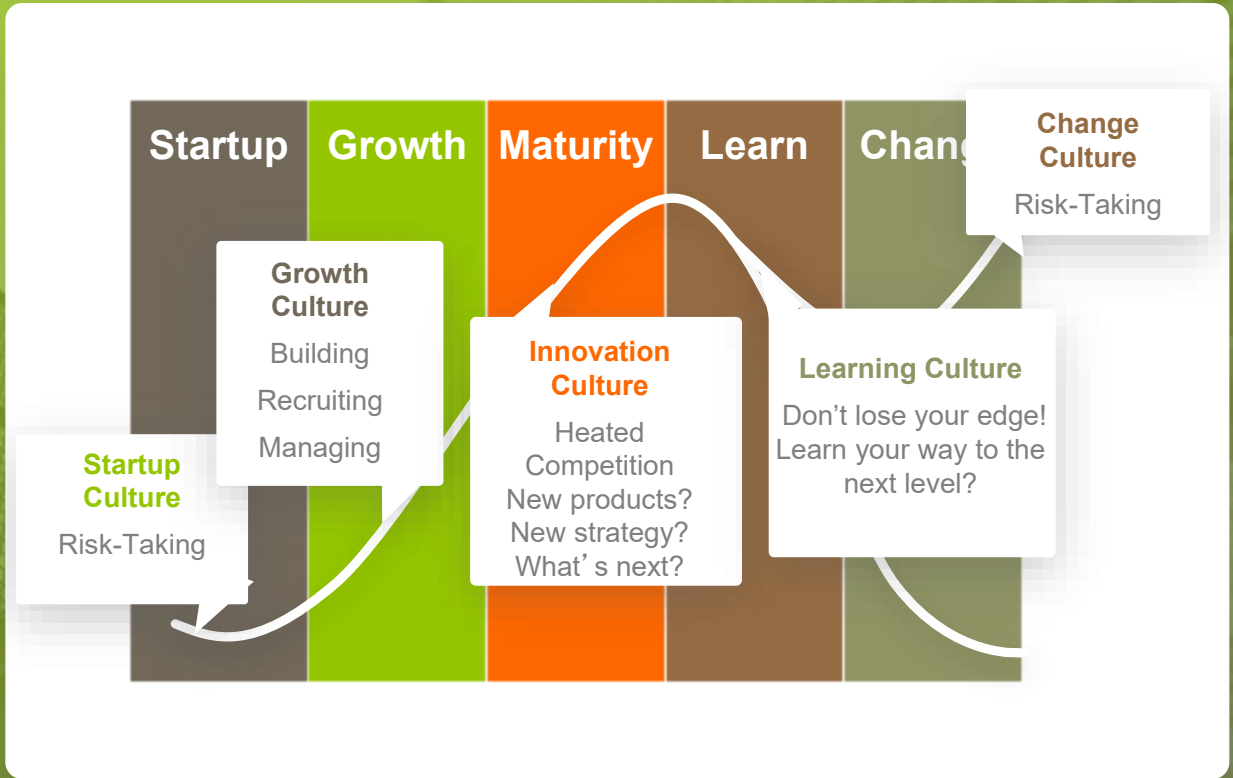






Culture Cycles

...





PEOPLE

CULTURE



Servicetopia Values

...



Purpose



Passion



Professionalism



Process



Pizazz



Purpose

The Google logo is centered on the slide. It consists of the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.



Google's Culture for Everyone?

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

... 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.

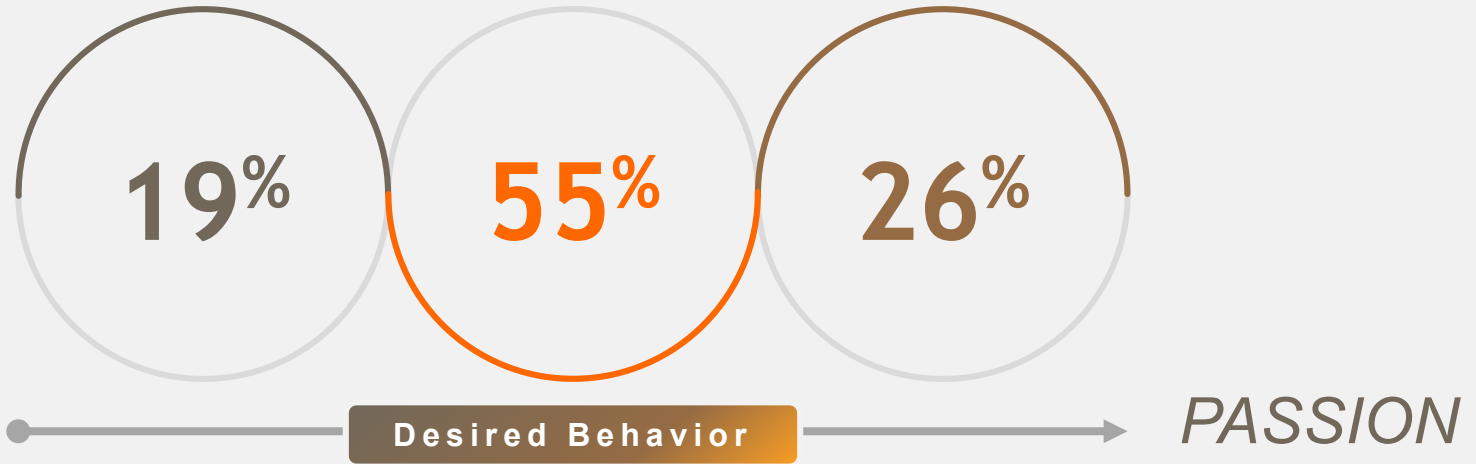




—— **Passion** ——

Employee Engagement

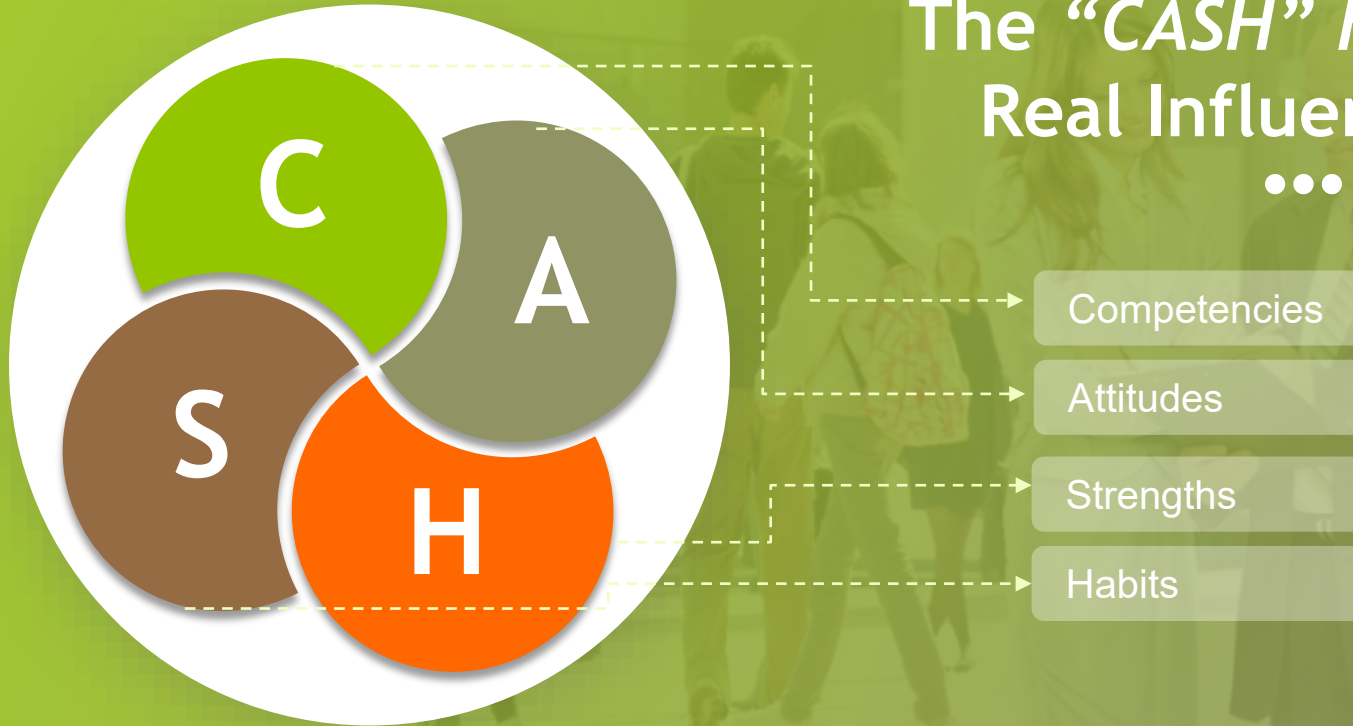
Research by Marcus Buckingham



The “CASH” Model

Real Influence

...



Soar with your Strengths

By Don Clifton





Professionalism

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%



Process

The Power of Process

Establish a process for:

- Setting clear service standards.
- Empowering employees to make customer service decisions.
- Providing continuous customer service training.
- Rewarding excellent service behaviors.
- Resolving conflict and providing effective feedback.

Thomas/Kilmann Conflict Principles

...



Conflict is
inevitable.

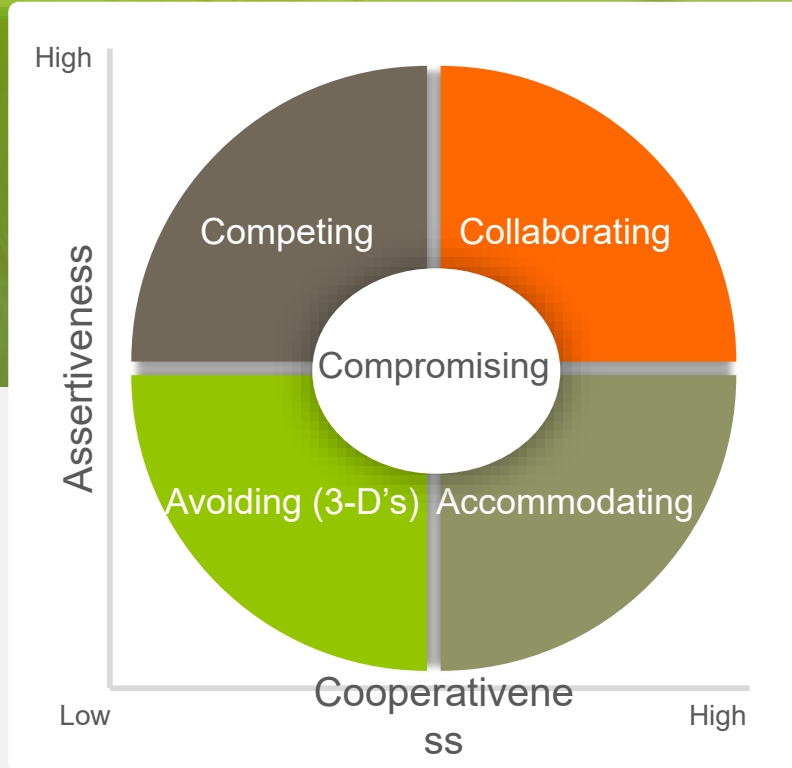
Conflict is
neutral.

You cannot
NOT deal
with Conflict.

There's no
“**Right Way**”
to deal with
Conflict

Thomas/Kilmann Conflict Model

...



The “BEST” Feedback Model



Behavioral Description



Express Your Feelings



Solicit Input



Talk About Expectations



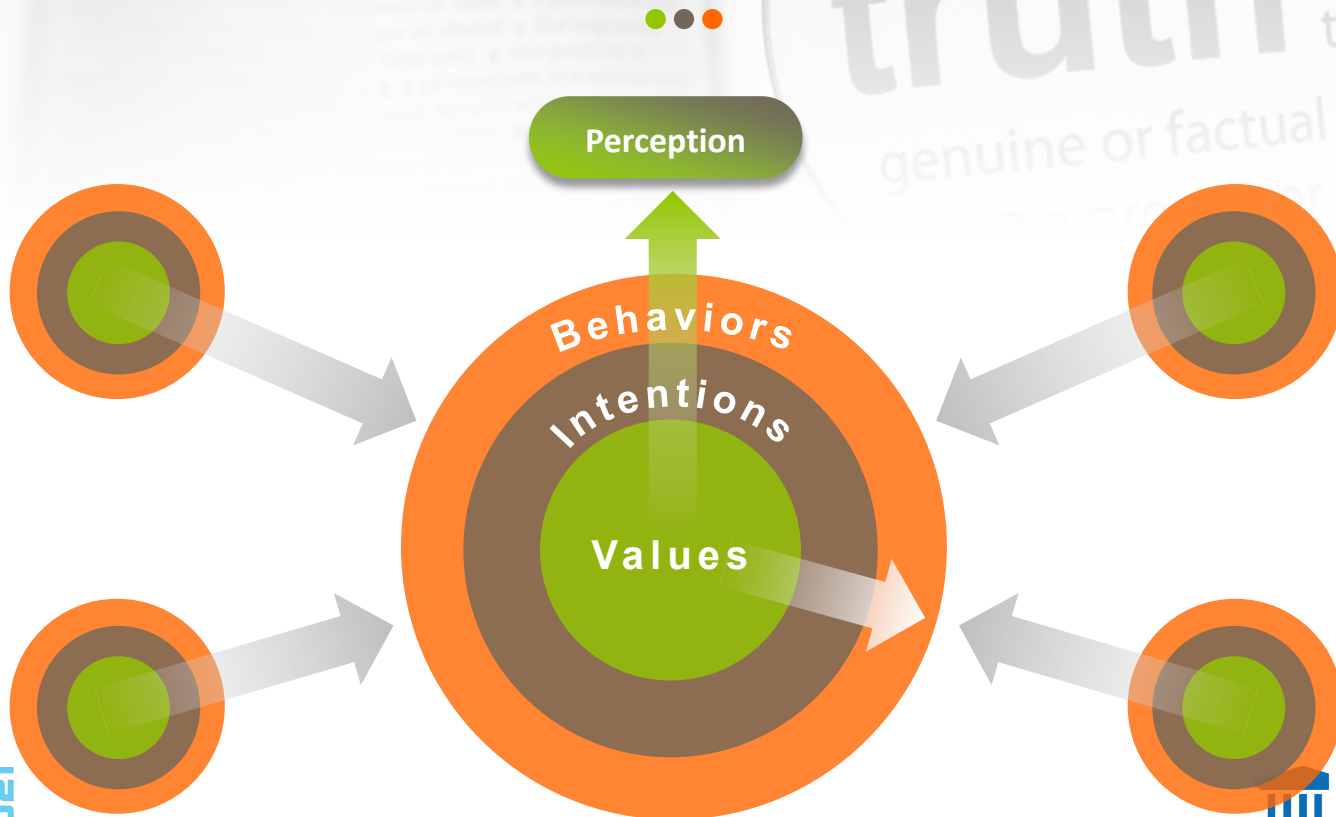
— Pizazz —



THE MOMENT OF TRUTH



Moments of Truth



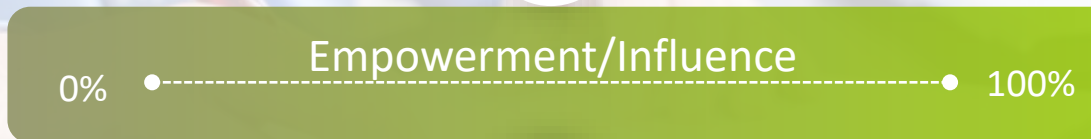
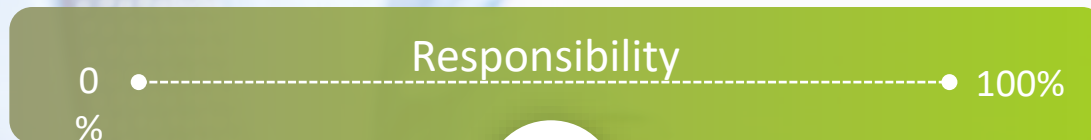


Sistert





Accountability



Victim/Blame



Victim Mentality at Work

...



Accountability



0% ● Responsibility ● 100%



0% ● Empowerment/Influence ● 100%



Victim/Blame



Owner/Control



Freedom/Success

Thank You

Connect with Jason Young



Phone : (972) 965-9205



Email : jason@culturetopia.com



Web : www.culturetopia.com



Twitter : [@Culturetopia](https://twitter.com/Culturetopia)





Thank You!