

insights

A

Culture of Service



Many businesses just don't care

Makes Cents...

Companies with **strong cultures** tend to enjoy better returns on investment, **higher net income growth**, and bigger increases in share price than firms with weaker cultures.

-Adam Zuckerman International Survey Research



You should care ...

Better returns on investment

Higher net income growth

Bigger increases in share price

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You should care a lot ...

Less Burnout

Lower Turnover

More Productivity

Higher Profitability

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A *VERY* beautiful shoe...



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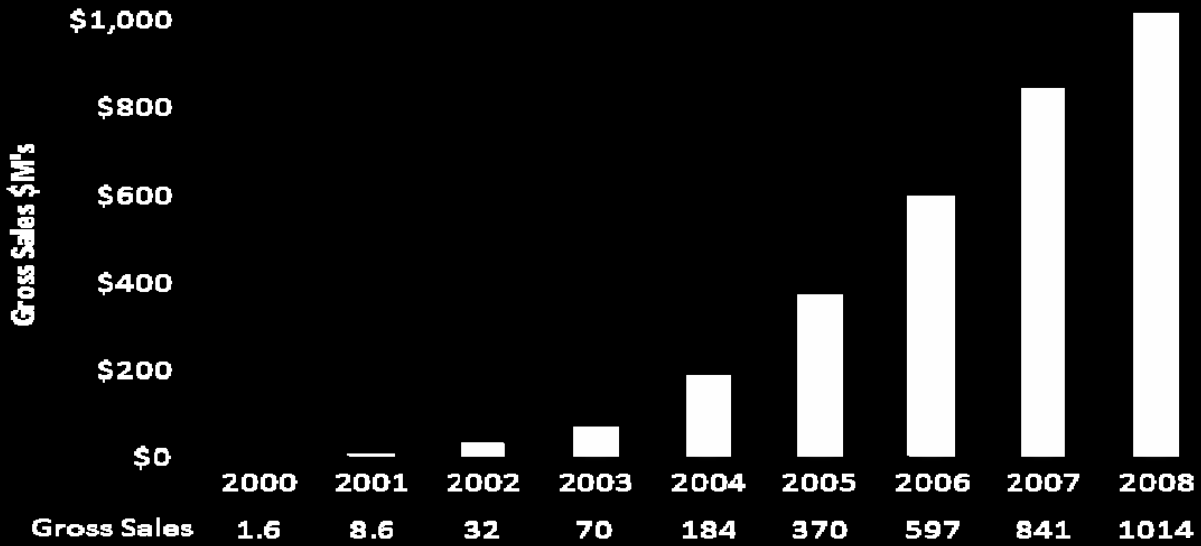


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Zappos: Growth



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AMERICAN EXPRESS

1 in 2011!

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**Attitudes, Feelings,
Values and Behaviors
that characterize and
Inform a group and its
members**

Company Culture



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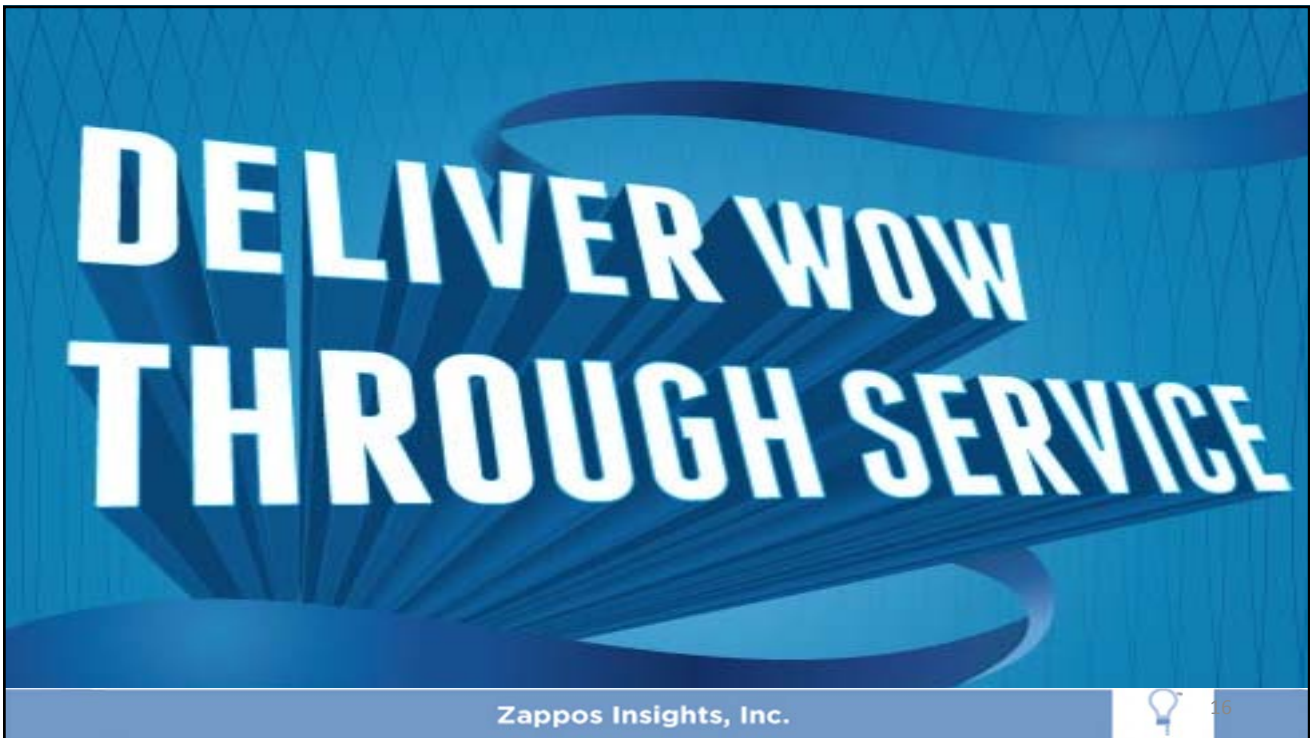
Ask the people



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**DELIVER WOW
THROUGH SERVICE**

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This slide features a blue background with a 3D effect. The text "DELIVER WOW THROUGH SERVICE" is written in large, white, bold, sans-serif capital letters, appearing to float above a blue, ribbon-like structure. At the bottom, there is a dark blue footer bar containing the text "Zappos Insights, Inc." on the left and a small lightbulb icon followed by the number "16" on the right.



**EMBRACE &
DRIVE CHANGE**

Zappos Insights, Inc.

17

This slide features a red background with a 3D effect. The text "EMBRACE & DRIVE CHANGE" is written in large, white, bold, sans-serif capital letters, appearing to float above a red, ribbon-like structure. At the bottom, there is a dark red footer bar containing the text "Zappos Insights, Inc." on the left and a small lightbulb icon followed by the number "17" on the right.



**CREATE FUN
& A LITTLE
WEIRDNESS**

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**BE ADVENTUROUS,
CREATIVE, &
OPEN-MINDED**

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PURSUE GROWTH & LEARNING

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20

BUILD OPEN & HONEST RELATIONSHIP WITH COMMUNICATION

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21

BUILD A POSITIVE TEAM & FAMILY SPIRIT

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22

DO MORE WITH LESS

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23



**BE PASSIONATE
& DETERMINED**

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This slide features a teal background with a pattern of thin, vertical lines. A large, dark teal ribbon-like shape curves across the center, with white text reading "BE PASSIONATE & DETERMINED". The text is in a bold, sans-serif font. At the bottom, there is a blue footer bar containing the text "Zappos Insights, Inc.", a small lightbulb icon, and the number "24".



BE HUMBLE

Zappos Insights, Inc.  25

This slide features a green background with a pattern of thin, vertical lines. A large, dark green ribbon-like shape curves across the center, with white text reading "BE HUMBLE". The text is in a bold, sans-serif font. At the bottom, there is a blue footer bar containing the text "Zappos Insights, Inc.", a small lightbulb icon, and the number "25".





To live and deliver WOW!



Zappos Insights, Inc.



Great Experience.
(even if you don't have to call us!)

Zappos
.com
POWERED by SERVICE™

Zappos Insights, Inc.





Zappos Customer Loyalty Team (Calls – Emails – Live Chat)

Zappos Insights, Inc.



Customers
come back...

75% +

Customers tell
Their friends

40% +

& shop
More often!

**Order
>2.5x
per
year**

Customers reward us by coming back!

Zappos Insights, Inc.



**Do your
interactions with
each other
resemble the
experience you
give to your customers?**

Zappos Insights, Inc.



**Is it clear that
you are living
your purpose
every day?**

Zappos Insights, Inc.





It only takes small steps

Zappos Insights, Inc.



Zapposinsights.com

For more information!

speaker@zapposinsights.com

Begin Your Culture Journey

Tour the Zappos HQ

Q&A Sessions

Live Events

Speaking

Membership

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