



Customer Loyalty Team

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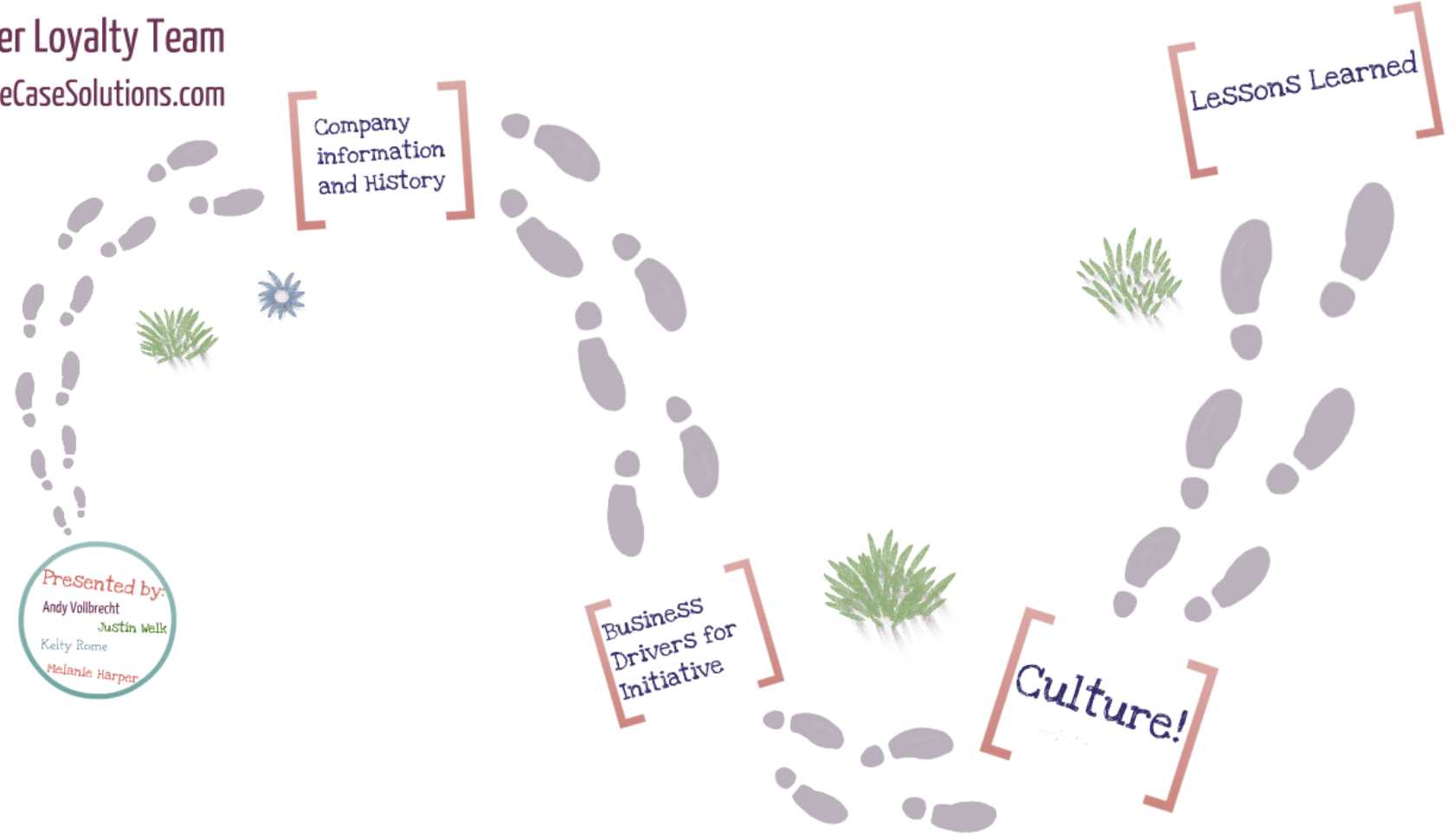
[Company
information
and History]

[Lessons Learned]

[Business
Drivers for
Initiative]

[Culture!]

Presented by:
Andy Vollbrecht
Justin Welk
Kelty Rome
Melanie Harper





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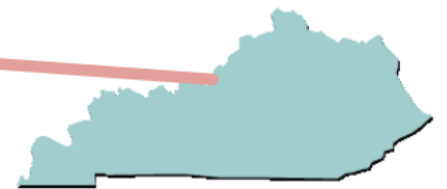
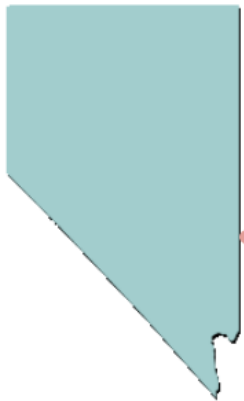
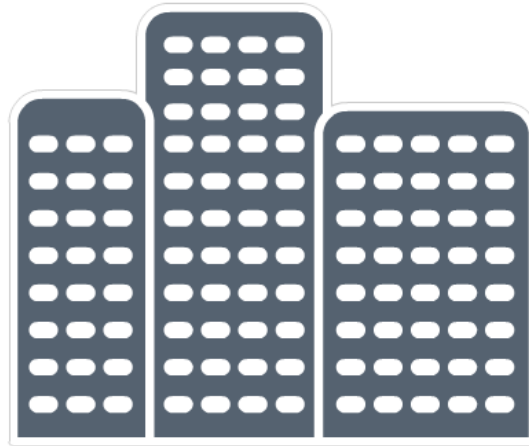
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Who is Zappos.com?

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Headquarters in Henderson, Nevada
Warehouse in Shepherdsville, Kentucky

Customer Service!

- The Zappos brand
- Estimated 75% of sales come from repeat customers
- How to ensure great customer experiences?

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Connection Between Culture & Customer Service

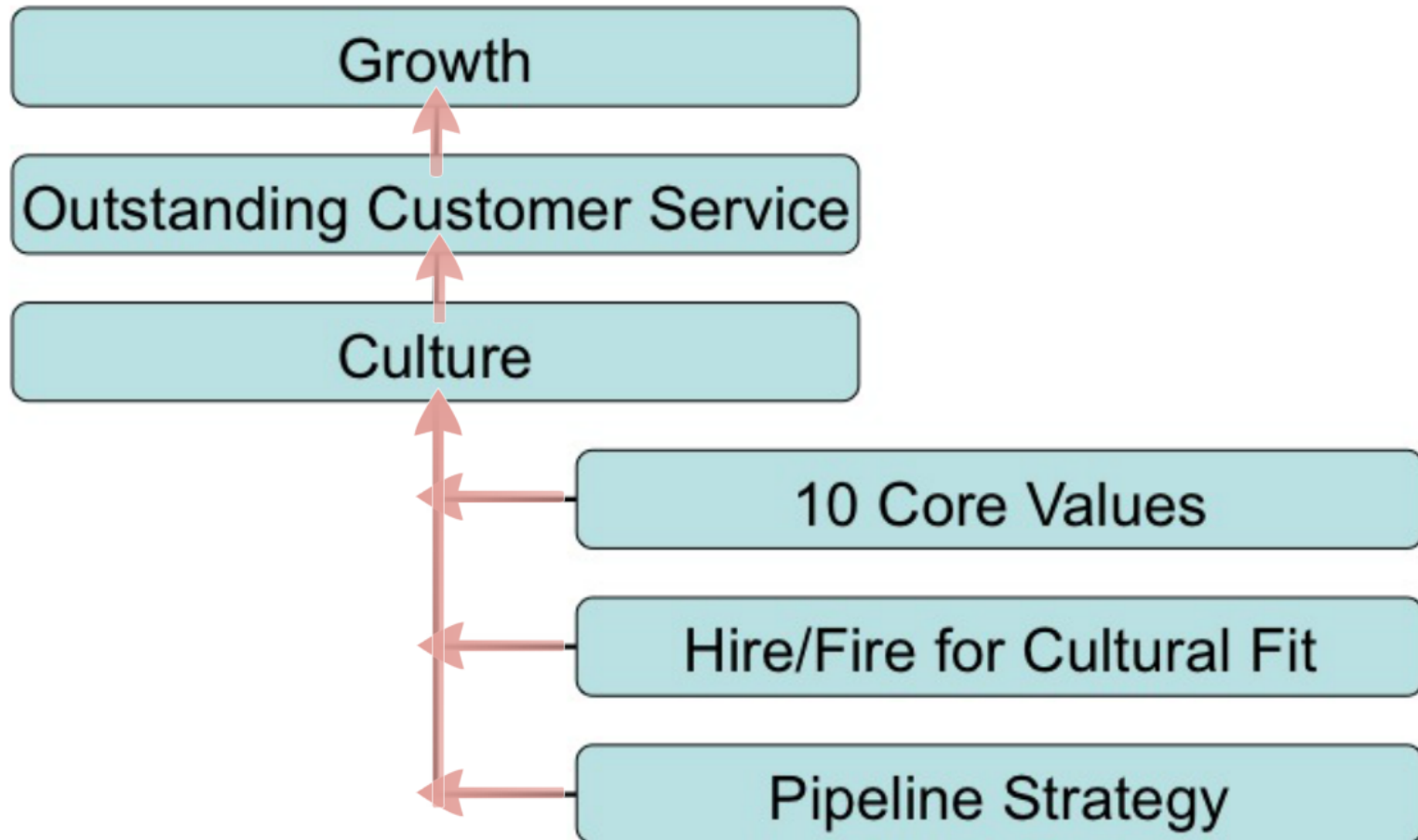
- Tony Hsieh, CEO
- Excellent customer service will follow if the culture is right
- Brand = Culture
- Research
- 2002 meta-analysis
- Positive relationship between employee engagement/satisfaction and business outcomes, including customer satisfaction/loyalty

Drivers of Culture

- 10 Core Values
- Hiring and Firing for Cultural Fit
- Pipeline Strategy

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Summary of Drivers



Zappos has a training pipeline that allows for varying levels of ability.



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Employee Development

Employee Library

- Business Strategy
- Marketing
- Engagement
- Leadership
- Happiness Studies
- Personal Development



Coaching Program

Zappos Insights

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