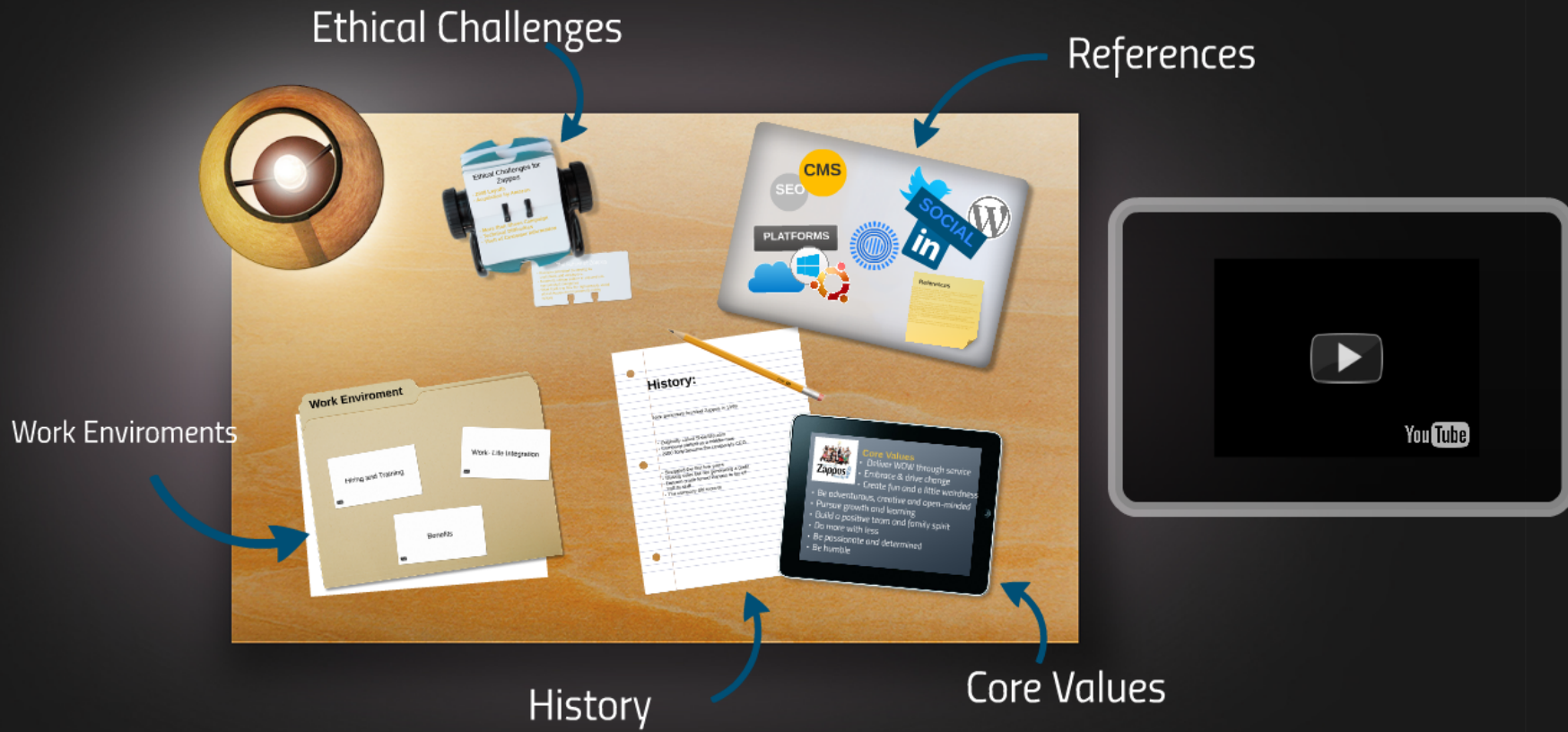


Zappos Customer Loyalty Team Harvard Case Solution & Analysis



Zappos Customer Loyalty Team Harvard Case Solution & Analysis

Ethical Challenges

References

Work Environments

History

Core Values





You Tube

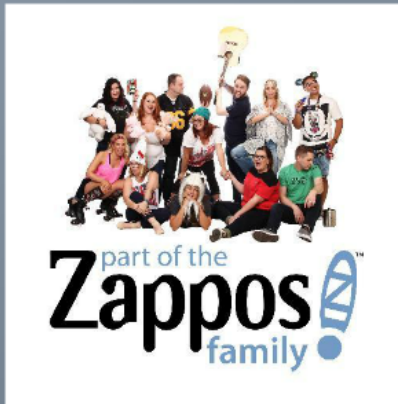
History:

Nick Swinmurn founded Zappos in 1999

- Originally called ShoeSite.com
- Company started as a middle man
- 2000 Tony became the company's CEO
- Struggled the first few years
- Making sales but not generating a profit
- Dotcom crash forced Zappos to lay off half its staff
- The company did recover



- Core**
- Deliver
 - Embrace
 - Create f
 - Be adventurous, creat
 - Pursue growth and lea
 - Build a positive team a
 - Do more with less
 - Be passionate and deter
 - Be humble



Core Values

- Deliver WOW through service
- Embrace & drive change
- Create fun and a little weirdness
- Be adventurous, creative and open-minded
- Pursue growth and learning
- Build a positive team and family spirit
- Do more with less
- Be passionate and determined
- Be humble

Work Enviroment

Hiring and Training



Work- Life Integration



Benefits



Hiring and Training



Work- Life Integration

