Creating a Culture of Service
Culture Evangelist: Jon Wolske
Lessons about culture are EVERYWHERE...
Culture Evangelist: Jon Wolske
A VERY beautiful shoe...
A humble beginning
A VERY scrappy start
Still growing!
SERVICE
in Fabulous
LAS VEGAS
“Our Business Strategy since 2005 has been to invest in company culture, with the belief that the culture will ultimately drive employee productivity, customer service quality and brand strength.”

- Tony Hsieh
6 years in a row!!

# 1 in 2011!
A bit about Zappos: Growth

<table>
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<tr>
<th>Year</th>
<th>Gross Sales (in $M)</th>
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<td>2000</td>
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<tr>
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<td>2007</td>
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<td>2008</td>
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Attitudes, Feelings, Values and Behaviour that characterize and Inform a group and its members
“We wanted a list of committable core values that we were willing to hire and fire on. If we weren’t willing to do that, Then they weren’t really ‘values’.”

- Tony Hsieh

Taken from Delivering Happiness P157, 158
Deliver WOW through Service
Embrace & Drive Change
Create Fun & a little weirdness
Be Adventurous, Creative and Open-Minded
Pursue Growth and Learning
Build Open & Honest Relationships with Communication
Build a Positive Team and Family Spirit
Do More with Less
Be Passionate & Determined
Be Humble
Defines *Who* you are

Not just *What* you do
Who is responsible for the culture?
A Culture of ________?
A Culture of Service!
It’s *all* about the experience!
- Most orders upgraded to NBD at no cost
- Correct item in New condition
- Easy (and free!) return process
Zappos Customer Loyalty Team
(Calls - Emails - Live Chat)

The guy who sang our hold music
- SINGING THE HOLD MUSIC!

NO Script
No Call Time Restrictions
No sales/upselling

Core Value #3
We genuinely WANT to Speak to you!
Personal Emotional Connection (P.E.C.)

Zappos Insights, Inc.
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
Makes Cents…

Less Burnout
Lower Turnover
More Productivity
Higher Profitability
2011 Culture Book

As defined by our employees, partners and customers

Happy employees are advocates!
Culturebook.org

Zappos Insights, Inc.
Customers come back...

75% of purchases are from returning customers

Customers tell Their friends

40% of the ‘new’ customers Were told about an experience

& shop More often!

Repeat customers order >2.5x per year

Customers reward us by coming back!
It only takes small steps
Core Value #5: Pursue Growth & Learning

Zappos Insights is offering Q&As!!

Do you have questions for the Zappos Family? Are you craving details from a specific department? Then we have something special for you! We are now serving up Q&A sessions with Zappos Insights team members or with department specialists. This will give you a closer look at the Zappos Family and how we have created our culture and our core values. We want to make sure that we give you the attention you deserve! It’s Zappos Insights, your way!

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Our Culture in Action

Learn with us
Onsite @ Zappos

Insights Membership
Get Insider Access

New Hire Culture Fit Insights Tips

First Name *

Email *

Yes! Send me insights tips