Building a Culture of Great service

Zingerman’s Community of Businesses (ZCoB)
Mission Statement

We share the Zingerman’s Experience
Selling food that makes you happy
Giving service that makes you smile
In passionate pursuit of our mission
Showing love and care in all our actions
To enrich as many lives as we possibly can.

- Representation of our Mission
- Vision
  - For whole organization, department, etc.
  - For great service specifically
- Results
  - Zingerman’s measures on all three bottom lines
  - Service is not a means to a financial end, it is an end in and of itself
- Principles, Systems, Culture
  - All influence how we get from our vision to our results
- Systems/Culture Gap
  - Naturally exists
  - Focus on closing gap
Building a Culture of Great Service

• Teach
• Define
• Live
• Measure
• Reward

Teach it

Building a Common Understanding

• Who are your customers?
• Why give great service?
• Why is great service so hard to find? (in the world at large)
3 Steps to Giving Great Service

1. Figure out what the customer wants.
2. Get it for them.
   - Accurately
   - Politely
   - Enthusiastically
3. Go the extra mile.

5 Steps to Effectively Handling Complaints

1. Acknowledge the complaint.
2. Sincerely apologize.
3. Take action to make it right.
4. Thank the customer.
5. Document the complaint.
Living Great Service

• The Power of Language (revisited)
• It’s all about free choice
• Energy at work

Measuring Service Results

• Why measure?
• Zingerman’s Key Measures
  ▪ Code Red
  ▪ Code Green
Rewards & Recognition

• Formal Rewards & Recognition
• Appreciations & Bravos