

# LUV\* Lessons in Service Excellence

\*LUV is the New York Stock Exchange symbol for Southwest Airlines

1971

# 2018

- #1 Domestic Market Share (25%)
- 46 Consecutive Years of Profitability
- 0 Involuntary Layoffs or Pay Cuts

“We are in the  
Customer Service business.  
We just happen to fly airplanes.”

Colleen Barrett  
President Emeritus  
Southwest Airlines



“The business of business is **People.**”

Herb Kelleher  
Founder and Chairman Emeritus  
Southwest Airlines

“Great strategy without great  
**People** is irrelevant.”

Jim Collins

Author, *Good to Great*

# Grenny's Theorem:

“There is no strategy so brilliant that  
**People** can't figure out a way to screw  
it up.”

Joseph Grenny  
Author, *Crucial Conversations*



“It’s all about relationships.”

## Grenny's Theorem:

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## Ridley's Corollary to Grenny's Theorem:

“There are no **People** so brilliant that a leader can't figure out a way to screw them up.”

# Creating a Culture of Service Excellence

1. When speaking to a Customer, give them your undivided attention.
2. When you're in a bad mood, make sure it doesn't show at work.
3. Smile every time you interact with a Customer both in person and on the phone.
4. Sincerely apologize when you've made a mistake.
5. Avoid technical jargon and use words familiar to the Customer.
6. Maintain eye contact and avoid doing things when talking with your Customers.
7. If you can't help a Customer, try to find someone who can.
8. Put myself in the Customer's place and see things from their perspective.
9. Work hard to exceed Customer expectations.
10. When it's really busy and you're feeling overwhelmed, tell yourself that if it weren't for the Customers, I wouldn't have a job.

# Creating a Culture of Service Excellence

1. When speaking to an **Employee**, give them your undivided attention.
2. When you're in a bad mood, make sure it doesn't show at work.
3. Smile every time you interact with an **Employee** both in person and on the phone.
4. Sincerely apologize when you've made a mistake.
5. Avoid technical jargon and use words familiar to the **Employee**.
6. Maintain eye contact and avoid doing things when talking with your **Employees**.
7. If you can't help an **Employee**, try to find someone who can.
8. Put myself in the **Employee's** place and see things from their perspective.
9. Work hard to exceed **Employee** expectations.
10. When it's really busy and you're feeling overwhelmed, tell yourself that if it weren't for the **Employees**, I wouldn't have a job.