



## Sky High Customer Service

In this entertaining, fast-paced, interactive session, we'll look at “**Sky High Customer Service**” using videos to examine two highly successful customer-centric enterprises.

During this session, we'll answer two key questions:

1. How have they each become so profitable and maintained their profitability?
2. How can we apply these practical lessons to our own businesses?

### 1) Southwest Airlines

Southwest is the largest airline in the world by number of passengers carried per year, operating approximately 3,500 flights daily.

Southwest Airlines has carried more customers than any other U.S. airline since August 2006 for combined domestic and international passengers. While their competitors are declaring bankruptcy or merging to survive, Southwest is one of the world's most profitable airlines, posting a profit for the 37th consecutive year in January 2010.

### 2) Pike Place Fish Market – Home of the “Flying Fish”

In 1986, the owner of Pike Place Fish Market in Seattle was nearing bankruptcy. A fish market employee suggested that they not only save the business, but make it "world famous," by implementing the ideas of flying fish, and staff attitudes of always enjoying their work, so that customers would as well. In an interview, the owner stated, "We took a stand that day that we were going to become world famous. We just said it and it became so."

The store is now a popular tourist destination in Seattle, attracting up to 10,000 daily visitors.

### Your presenter:

**Ted Janusz** is a professional speaker, author and marketing consultant, who presents "Web 2.0 - How to Harness the Power of Social Networking to Promote Your Business." Janusz has been invited to appear on the **Geraldo** show on FOX News Network. A featured speaker at the 2008 International Association of Administrative Professionals conference, he has also presented dozens of Creative Marketing Conferences across the country for Rockhurst University and was a keynote speaker for the 2009 Independent Computer Consultants Association conference in San Francisco. He will also be speaking at the 2010 Association of New Jersey Chiropractors Spring Convention. Janusz was selected by eBay to conduct “eBay University” seminars nationwide.