



Service Leaders Workshop  
25 February 2020  
What difference can you make?

# Great leaders Politics?



# Great leaders Sport?



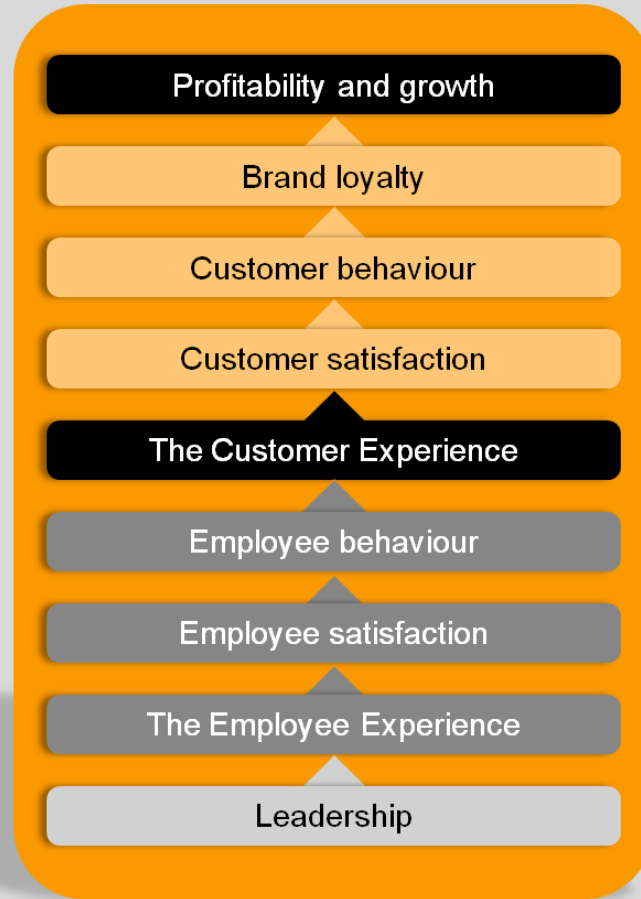
# Great leaders Business?



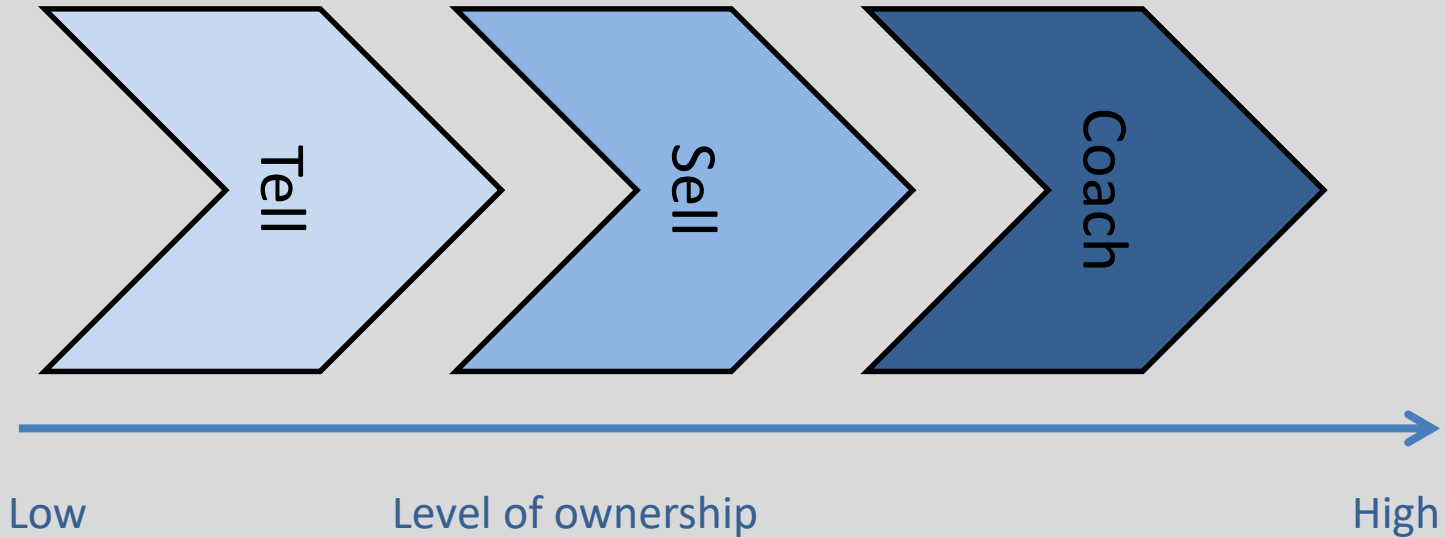
# Who has the greatest impact on the customer?



# THE SERVICE PROFIT CHAIN

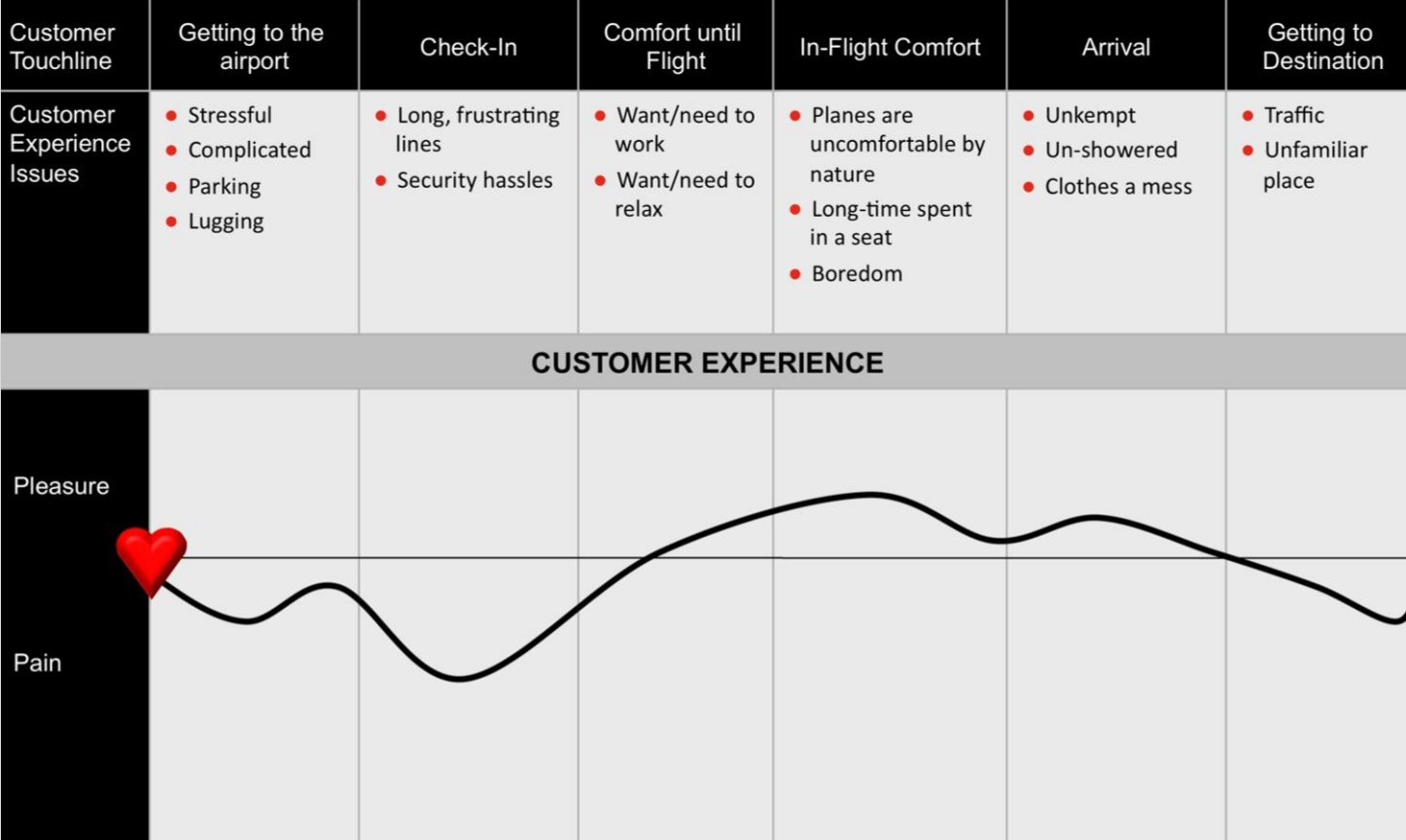


# Leadership communication style





# GENERIC AIRLINE CUSTOMER JOURNEY

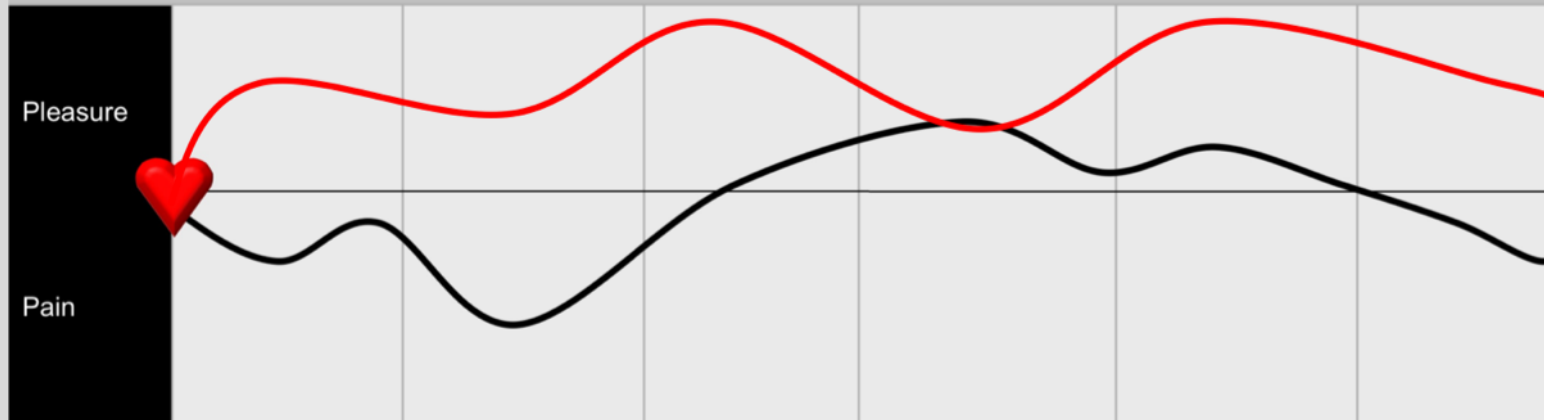




# VIRGIN PASSENGER JOURNEY

Customer Touchline	Getting to the airport	Check-In	Comfort until Flight	In-Flight Comfort	Arrival	Getting to Destination
Customer Experience Issues	<ul style="list-style-type: none"> <li>Stressful</li> <li>Complicated</li> <li>Parking</li> <li>Lugging</li> </ul>	<ul style="list-style-type: none"> <li>Long, frustrating lines</li> <li>Security hassles</li> </ul>	<ul style="list-style-type: none"> <li>Want/need to work</li> <li>Want/need to relax</li> </ul>	<ul style="list-style-type: none"> <li>Planes are uncomfortable by nature</li> <li>Long-time spent in a seat</li> <li>Boredom</li> </ul>	<ul style="list-style-type: none"> <li>Unkempt</li> <li>Un-showered</li> <li>Clothes a mess</li> </ul>	<ul style="list-style-type: none"> <li>Traffic</li> <li>Unfamiliar place</li> </ul>

## CUSTOMER EXPERIENCE



# VIRGIN JOURNEY ACTIONS

Customer Touchline	Getting to the airport	Check-In	Comfort until Flight	In-Flight Comfort	Arrival	Getting to Destination
Customer Experience Issues	<ul style="list-style-type: none"> <li>• Stressful</li> <li>• Complicate</li> <li>• Parking</li> <li>• Lugging</li> </ul>	<ul style="list-style-type: none"> <li>• Long, frustrating lines</li> <li>• Unnecessary (only necessary to the airline)</li> </ul>	<ul style="list-style-type: none"> <li>• Want/need to work</li> <li>• Want/need to relax</li> </ul>	<ul style="list-style-type: none"> <li>• Planes are uncomfortable by nature</li> <li>• Long-time spent in a seat</li> <li>• Boredom</li> </ul>	<ul style="list-style-type: none"> <li>• Unkempt</li> <li>• Un-showered</li> <li>• Clothes a mess</li> </ul>	<ul style="list-style-type: none"> <li>• Traffic</li> <li>• Unfamiliar place</li> </ul>

## CUSTOMER EXPERIENCE

Design features	<ul style="list-style-type: none"> <li>• Transport to airport provided</li> <li>• Driver handles luggage</li> </ul>	<ul style="list-style-type: none"> <li>• “Drive-through” check-in</li> <li>• Airline knows where you are</li> </ul>	<ul style="list-style-type: none"> <li>• Clubhouse with Internet access, fax, library</li> <li>• Salon, messages, beauty</li> <li>• Sound room, driving range, skiing machine</li> </ul>	<ul style="list-style-type: none"> <li>• Full-sleeper seats</li> <li>• Mood lighting</li> <li>• Gradual dawn</li> <li>• Bar</li> <li>• You decide meals</li> </ul>	<ul style="list-style-type: none"> <li>• Arrival valet</li> <li>• 18 showers</li> <li>• Makeup &amp; shave</li> <li>• Heated floors</li> <li>• Clothes pressed</li> <li>• Hot &amp; Cold Breakfast</li> </ul>	<ul style="list-style-type: none"> <li>• Chauffeured delivery to destination</li> <li>• Comfortable ride door-to-door</li> <li>• Knowledgeable local driver</li> </ul>
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# Crew Lifecycle Overview



# Volunteer Games Makers Recruitment

- Self selection principle
- Balance engagement with reality



# Summary

Your organisation culture will determine your service style

Your people will take a lead from what you do not what you say

Be clear about your brilliant basics and what is not negotiable

Encourage your teams to bring their personalities to work



And finally

‘Be the change you  
wish to see’

Mahatma Gandhi

