

# GOOD MORNING ENTREPRENEURS: A-DAY & ADVISORY

INTERNAL & EXTERNAL CUSTOMER SERVICE IMPACT - JANUARY 3RD, 2023

# ANNOUNCEMENTS

- **January 13th is a Professional Development Day - No school for scholars.**
- **January 16th is MLK Day - Schools and Offices will be closed.**
- **January 20th is the end of the 2nd marking period.**

## **A few additional reminders:**

- **At no time are scholars permitted to order or receive food delivered to William Penn. All food deliveries for scholars will be discarded. We also will not call scholars out of class to pick up food orders.**
- **At no time are scholars permitted to leave campus unless it is for a scheduled absence or for early release. For early dismissal, parents must come to the office and sign their scholar out. There are no early dismissals after 1:30 pm. Regardless of the scholars' age, scholars may not sign themselves out of school.**
- **Scholars are not permitted to wear ski masks, hats or hoods in school. Wearing these items presents a serious safety issue. Ski masks will be confiscated and scholars will receive an immediate consequence under the Code of Conduct.**
- **Cell phone usage will be restricted while in ISS**

# JANUARY 3RD, 2023: WHAT ARE WE DOING TODAY ENTREPRENEURS?

- ADVISORY DAY ACTIVITY
- SOUTHWEST AIRLINES - CASE STUDY
  - **OBJECTIVE:** TO UNDERSTAND HOW ONE MAJOR ISSUE/DECISION CAN IMPACT A COMPANY'S INTERNAL AND EXTERNAL CUSTOMER SERVICE



# WHAT HAPPENED?

<https://www.bing.com/videos/search?q=southwest+airlines&&view=detail&mid=283FEE40472EAAA50871283FEE40472EAAA50871&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3Dsouthwest%2Bairlines%26FORM%3DHDRSC4>



# CASE STUDY EXERCISE - CUSTOMER SERVICE

- **What Were The Internal Customer Service Issues?**
  - Name Specific Departments, (Internal Customers) Impacted
- **Did Management Consider Their Internal Customers Opinions?**

# CASE STUDY EXERCISE - CUSTOMER SERVICE (CONT)

- **What were the External Customer Service Issues?**
  - How Were They Impacted? Give At Least 3 Examples
- **How did Southwest resolve this issue for their External and Internal Customers (requires research)**

# GOOD MORNING MY PROFESSIONAL ETHICS FAM

BUSINESS DECISIONS - PROFESSIONAL ETHICS

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# JANUARY 3RD, 2023: WHAT ARE WE DOING TODAY MY PROFESSIONAL ETHICS BUSINESS PARTNERS?

- SOUTHWEST AIRLINES - CASE STUDY
  - **OBJECTIVE:** TO BE ABLE TO IDENTIFY AN ETHICAL DILEMMA AND USE THE ETHICAL DECISION MAKING PROCESS YOU LEARNED EARLIER THIS YEAR, TO RESOLVE THE PROBLEM



# WHAT HAPPENED?

<https://www.bing.com/videos/search?q=southwest+airlines+cancelled+flight++issue&&view=detail&mid=B2D55F115BE80ADBF282B2D55F115BE80ADBF282&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3Dsouthwest%2520airlines%2520cancelled%2520flight%2520%2520issue%26qs%3Dn%26form%3DQBVR%26%3D%2525eManage%2520Your%2520Search%2520History%2525E%26sp%3D-1%26pq%3Dsouthwest%2520airlines%2520cancelled%2520flight%2520issue%26sc%3D0-40%26sk%3D%26cvi%3D3E71DB8C581E4EE694EFE63C239780D0%26ghsh%3D0%26ghacc%3D0%26ghpl%3D>



# CASE STUDY EXERCISE: ETHICAL DILEMMA

1. Southwest Airlines faced an ethical dilemma. What was it?
2. Do you agree with the decision to cancel flights and implement ground stops (stops the movement of aircraft)? Explain why?
3. Could this situation have been avoided? Explain why or why not
4. What impact do you believe this decision had on Customer Service now and in the future? Would you use Southwest Airlines to travel?

1. Southwest Airlines se enfrentó a un dilema ético. ¿Qué fue?
2. ¿Está de acuerdo con la decisión de cancelar vuelos e implementar paradas en tierra (detiene el movimiento de aeronaves)? ¿Explicar por qué?
3. ¿Podría haberse evitado esta situación? Explique por qué o por qué no
4. ¿Qué impacto cree que esta decisión tuvo en el Servicio al Cliente ahora y en el futuro? ¿Usarías Southwest Airlines para viajar?

# GOOD AFTERNOON ECONOMISTS: A-DAY

DECISIONS AND ECONOMIC IMPACTS - JANUARY 3RD, 2023

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# JANUARY 3RD, 2023: WHAT ARE WE DOING TODAY MY ECONOMIC STRATEGISTS?

- SOUTHWEST AIRLINES - CASE STUDY
  - **OBJECTIVE:** TO UNDERSTAND HOW ONE BUSINESS DECISION CAN HAVE A MAJOR ECONOMIC IMPACT ON A COMPANY (I.E., CUSTOMERS, PRODUCTION COSTS, OPERATIONAL COSTS)



# WHAT HAPPENED?

<https://www.youtube.com/watch?v=bmmobas1O2M>



# CASE STUDY EXERCISE - ECONOMICS

- **What were the Economic Impacts for Southwest Customers?**
  - Name three specific problems that the customers faced financially?
- **How could this situation impact future Operational Costs?**
  - Consider wages, staffing, etc., present and future.



## CASE STUDY EXERCISE - ECONOMICS (CONT)

- **What production costs should they consider to prevent future issues?**
- **What, do you believe the financial impact will be for Southwest Airlines due to the flight cancellations? Can they rebound and how?**