



RAVNANJE Z LJUDMI PRI DELU

2. Vaje PRISPEVEK LJUDI K USPEŠNOSTI PODJETJA

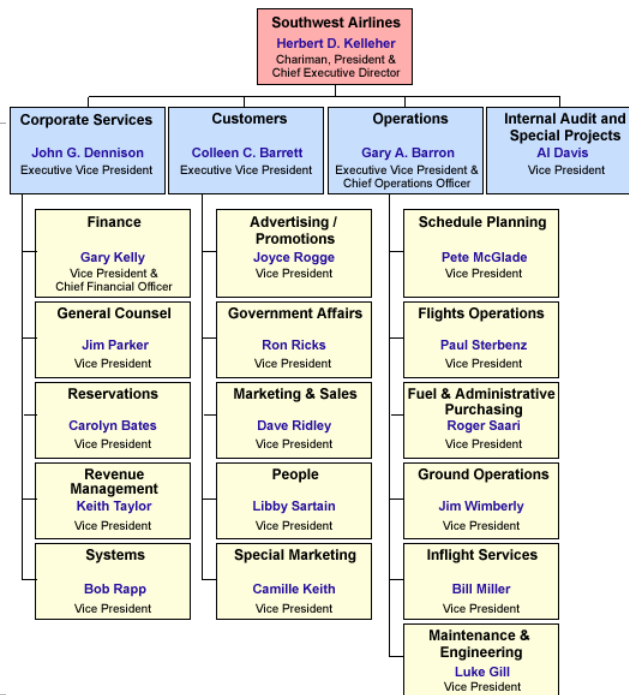


Prispevek ljudi k uspešnosti podjetja
(Študijski primer)

SOUTHWEST AIRLINES

Vaje 3

- Navodilo za naslednje vaje: prinesite zaposlitvene oglase (različni mediji in profili)
- Vsak študent 10 različnih oglasov



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Poslanstvo podjetja

Poslanstvo podjetja je v predanosti visoki kakovosti storitev, ki jih nudimo kupcev. To dosegamo z občutkom topline, prijaznosti, individualnega ponosa in duha podjetja.

Našim zaposlenim

- Zaposlenim želimo ponuditi stabilno delovno okolje, kjer bodo imeli enake možnosti za učenje in osebno rast. Spodbujamo ustvarjalnost in inovacije, saj se tako poveča uspešnost podjetja. Predvsem imamo do zaposlenih takšen odnos, ki temelji na skrbi in spoštovanju, zato pričakujemo, da bodo tudi oni imeli takšen odnos do drugih (strank).



Spremembe v izgledu



Southwest zanimivosti

- Southwest je prejel **225,895 prošenj za delo in zaposlil** 1706 ljudi v letu 2004.
- V letu 2004 je Southwest na letih ponudil **49 mio pločevink sode, soka in vode**; 8.1 mio alkoholnih napitkov; 3.3 mio vrečk prest; 95.3 mio vrečk arašidov; and 28 mio drugih krekerjev.
- Southwest je porabil **5,4 mia litrov goriva v letu 2004**.
- Southwest je prepeljal **288 mio unč tovora in pošte**.
- Najkrajši polet: Austin (AUS) in Houston (HOU) (149 milj).
Najdaljši polet: Philadelphia (PHL) in Oakland (OAK) (2,510 milj).
- Southwest ima **1,039 poročenih parov**. Z drugimi besedami, 2,078 Southwest zaposlenih ima partnerje, ki prav tako delajo za podjetje.

“Southwest je drugačen”

- Povprečna cena leta za potnike je \$88.57.
- Od leta 1987 je bil Southwest deležen najmanj pritožb potnikov med vsemi letalskimi družbami.
- SA je bilo prvo podjetje, ki je začelo s programom delitve dobička v ZDA (1973). Zaposleni imajo do danes (na ta način) v lasti že 10% delnic podjetja.
- Southwest Airlines sodi med *FORTUNE* 500 podjetja.

Southwest-ov duh

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MAGAZINE

<http://www.spiritmag.com/>



Spletne rezervacije - Southwest.com

- V 2004 so s spletnimi rezervacijami letov ustvarili 59% prihodkov. Leto prej so na ta način ustvarili 54% prihodkov.
- Preko 4,4 mio ljudi je naročenih na brezplačno tedensko aplikacijo "Click 'N Save" e-mail.
- Junija 2004 so uvedli tudi spletno rezerviranje za špansko govoreče prebivalstvo, southwest.com/vamonos, kjer poleg rezervacij stranke dobijo informacije o SA politiki, letališčih, nasvete za potovanja in zemljevide poti. Southwest je bil med prvimi letalskimi družbami, ki so ponudile takšno storitev.
- Southwest je bila prva letalska družba, ki je informacije ponujala na spletu. Pet zaposlenih je oblikovali tim za razvoj spletnih strani. Po devetih mesecih je bila aplikacija pripravljena.
- "Southwest Bližnjica", opcija na **southwest.com**, je prvo orodje, ki pomaga kupcem najti najnižjo ceno za let glede na ponudbo v mesecu.

Southwest zaposlovanje



- Oglaševanje je pomemben del zgodbe o Southwest Airlines vse od 1971. Zaposlitveni oglasi opisujejo zgodbo na zabaven način.

Očaraj,
zbegaj,
zabavaj,
prepričaj.



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How do we love you? Let us count the ways.

Dallas/Ft. Worth to Houston

Depart	Arrive
7:30 a*	8:18 a
8:45 a*	9:33 a
10:00 a	10:48 a
11:15 a*	12:03 p
12:30 p	1:18 p
1:45 p**	2:33 p
3:00 p	3:48 p
4:15 p**	5:03 p
5:30 p	6:18 p
6:45 p**	7:33 p
8:00 p	8:48 p
9:15 p**	10:03 p

Houston to Dallas/Ft. Worth

Depart	Arrive
7:30 a*	8:18 a
8:45 a*	9:33 a
10:00 a*	10:48 a
11:15 a*	12:03 p
12:30 p*	1:18 p
1:45 p	2:33 p
3:00 p**	3:48 p
4:15 p	5:03 p
5:30 p**	6:18 p
6:45 p	7:33 p
8:00 p**	8:48 p
9:15 p**	10:03 p

Dallas/Ft. Worth to San Antonio

Depart	Arrive
7:00 a*	7:50 a
9:30 a	10:20 a
12:00 n	12:50 p
2:30 p	3:20 p
5:00 p	5:50 p
7:30 p**	8:20 p

San Antonio to Dallas/Ft. Worth

Depart	Arrive
8:15 a*	9:05 a
10:45 a	11:35 a
1:15 p	2:05 p
3:45 p	4:35 p
6:15 p	7:05 p
8:45 p**	9:35 p

*Except Sunday.
**Except Saturday.



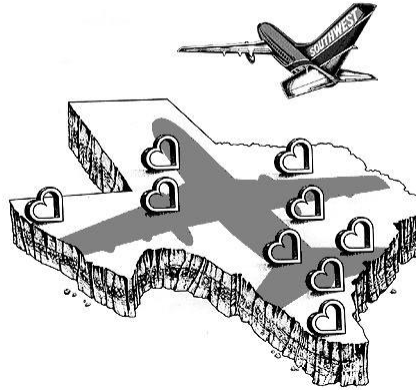
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SOUTHWEST AIRLINES

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2. Roundtrip
3. Roundtrip
4. Roundtrip
Free ticket

1. Coffee of the day
2. Coffee of the day
3. Coffee of the day
4. Coffee of the day
5. Coffee of the day
6. Coffee of the day
7. Coffee of the day
8. Coffee of the day
9. Coffee of the day
10. Washing machine incident

When you book a roundtrip ticket at southwest.com, you'll receive double credit. So after only four roundtrips, your next cover's free. That's why frequent flyers voted Rapid Rewards as the program with the Best Bonus Promotion at the recent Travel Fidelity Awards. If you're not already a Rapid Rewards Member, sign up online after buying your tickets or just fill out an application at the airport. We even have free coffee on our flights - no punch card necessary.

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Diskusija in odgovori na vprašanja

