



Disney's Approach to Quality Service

Excellent service does not simply come from a friendly transaction or helpful technology—it is the result of truly understanding your customer's expectations and putting the right processes and service standards in place to exceed them. When an organizational framework properly unites its people, place, and processes by putting the customer and employee together at its core, exceptional service becomes possible across all customer touchpoints. This creates greater intent to return and recommend, as well as a stronger competitive edge. With more than 90 years of world-renowned customer service, no one understands this better than Disney.

With a common purpose and quality standards, employees at the front line are empowered to perform because they are equipped with the right tools and clear service expectations. When team members' behaviors are reinforced through positive feedback, they feel valued and appreciated and will make sure their customers do as well.

You have the unique opportunity to leverage time-tested business insights and relevant examples from the Disney organization to inspire, motivate and engage your attendees. These powerful learning experiences are not about becoming Disney, but rather learning to think how they think, and adapting those principles to your own organization.

While learning outcomes vary based upon the format you select, in programs on the Disney approach to quality service, you could:

- Examine how you could differentiate your service to become a provider of choice.
- Explore quality service standards that can help you create a consistent service experience.
- Learn about tools that can gauge the needs, wants, stereotypes and emotions of your customers at an individual level.
- Understand the processes necessary to develop a culture that consistently delivers exceptional service.
- Discover how you could recover effectively from a service failure and how you could turn it into an opportunity to strengthen customer relationships.

About *Disney Institute*

As the trusted, authoritative voice on the Disney approach to customer experience, *Disney Institute* uses business insights and time-tested examples from Disney parks and resorts worldwide to inspire individuals and organizations to enhance their own customer experience using Disney principles as their guide.

For nearly three decades, *Disney Institute* has helped professionals discover ways to positively impact their organizations and the customer they serve through immersion in leadership, service and employee engagement. Unique to *Disney Institute* is the opportunity to go behind the scenes in a "living laboratory" to observe firsthand how Disney methodologies are operationalized and how they can be adapted and applied to any work environment.