

DISNEY'S APPROACH SERIES

Experience the Business

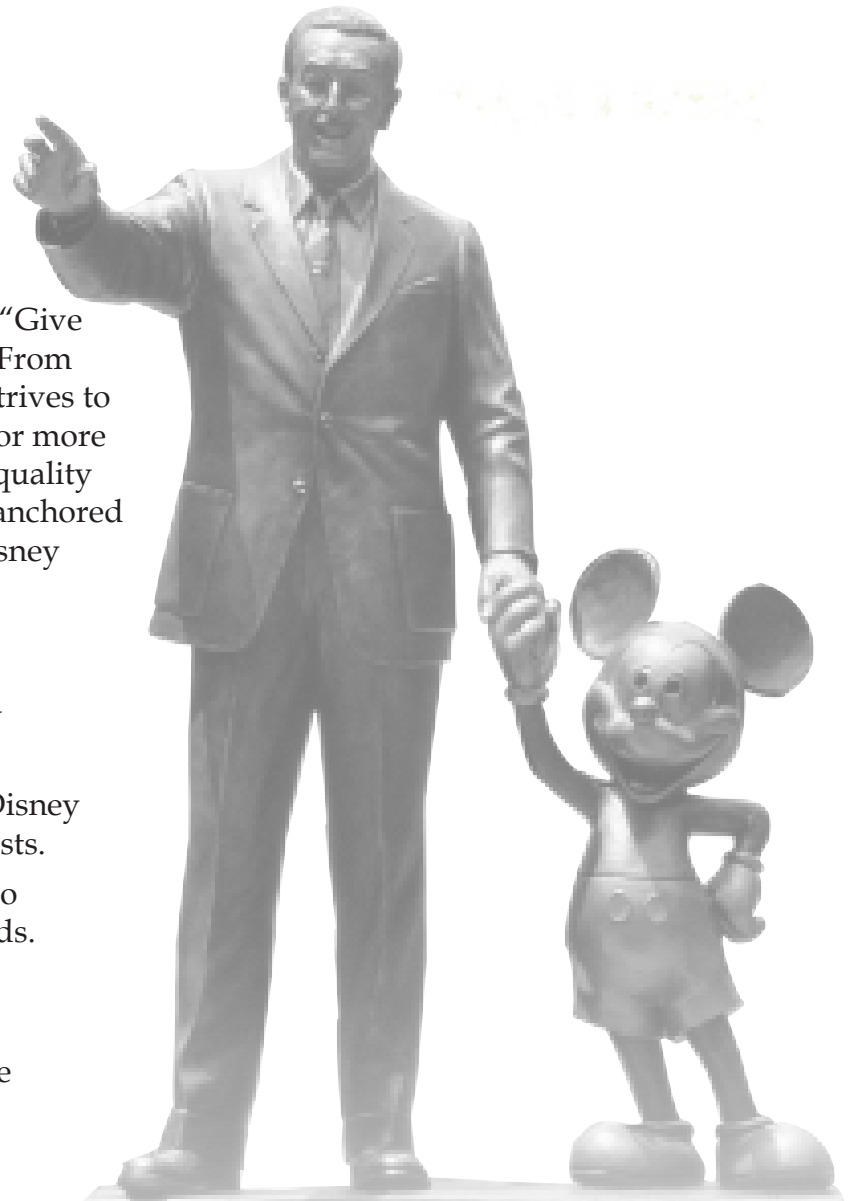
Behind the Magic



Disney has never lost sight of Walt's edict: "Give the public everything you can give them." From this simple statement everyone at Disney strives to exceed customer expectations every day. For more than eighty years this singular pursuit of "quality service" has granted us consistent success anchored in the traditions and values of The Walt Disney Company.

PROGRAM OBJECTIVES

- Increased understanding of the Disney definition of quality service.
- Ability to share the value of research Disney employs to gain understanding of Guests.
- Experience the processes Disney uses to design and implement quality standards.
- Ability to describe three quality service delivery systems.
- Exposure to a means to integrate all the above tools and tactics.



Defining Disney Quality Service

Understanding the needs, perceptions, and expectations of our Guests help us determine the direction of our growth. Our guiding compass always points to a need to understand and provide, superior Guest experiences.

Objectives

- Create a paradigm of quality service throughout an organization of exceeding customer expectations by paying attention to service details.
- Define, differentiate and utilize customer demographics and psychographics in creating a quality customer experience.
- Create and utilize a service tool that identifies customer needs, wants, stereotypes and emotions.
- Establish a common purpose that differentiates employee tasks with a greater service goal.

Quality Standards

What good is the ability to exceed customer expectations if it can't be delivered consistently throughout the organization? When a service decision has to be made at any level, everyone should be aware of established quality standards that assist employees in making those decisions and ensuring consistent delivery.



Objectives

- Ability to define and prioritize Disney's quality standards.
- Application of the steps that can help any organization develop effective quality standards.
- Increased understanding of the need for consistent service delivery by 100% of an organization's workforce.

Service Delivery Systems

In order to deliver quality service, delivery systems must be aligned. Disney, like every organization, has three primary delivery systems: Cast (people), Setting (place of business) and Process (policies and procedures).

Cast

Our Cast is our most valuable asset and one of our most diverse. It is really a worldwide team comprised of thousands of people delivering quality service in a safe, courteous, entertaining, and efficient manner. Given the training, support and recognition they need to confidently deliver the "Disney Difference," they create "magic" everyday through proactive and responsive service. It's the reason why Disney believes that "the front line is the bottom line."



Setting

The Setting (whether physical or virtual) conveys messages about the organization's values and standards, while influencing the moods and perceptions of employees and customers. Understanding the impact of settings allows Disney to design and enhance environments with quality service in mind.

Process

Processes should never be hassles - they should be designed to remove barriers to providing excellent service. Disney works to align global and local processes in order to fully support the employee and customer experiences.

Objectives

- Increased awareness of how quality standards can be applied to employee roles to support consistent delivery of quality service.
- Greater understanding of how sensory details affect the quality of the setting.
- Enhanced ability to describe how processes impact quality service delivery.

Integrating Quality Service

There's a tool for every task, and the "Integration Matrix" is the one Disney uses to help combine the use of quality standards and delivery systems and develop a strategic plan for creating and monitoring the delivery of seamless customer experiences. This multi-faceted system also serves as an internal and external benchmarking tool to help us monitor customer service.