



DISNEY'S APPROACH TO QUALITY SERVICE

JANUARY 11, 2024

THE ALYS STEPHENS CENTER



Breakfast: 8-8:45a- ASC Lower Lobby

9a

AGENDA
General Welcome Your Disney Institute facilitator makes introductions and sets the stage for how participants are going to think about service.
What Exactly Does Disney Do Differently? Participants learn how our in our Disney parks and resorts, we think about things differently than other companies.
Video: Holidays In Cars Land Our Disney parks and resorts are intentional in paying attention to the details to create magical Guest experiences. To illustrate, your Disney Institute facilitator shares an example of strategically focusing on the details at <i>Disney California Adventure</i> ® Theme Park, inspired by the Disney Pixar animated feature film <i>Cars</i> .
The Disney Institute Chain of Excellence The Disney Institute Chain of Excellence, a model validated by research, illustrates the powerful connection between inspired leaders, motivated employees, and satisfied customers that drives financial results and repeat business. Disney's Approach to Quality Service Thesis Exceptional customer service results from an integrated systems approach. Service is not just about hiring friendly people and hoping they will deliver customer service that is better than your competitor's service. Exceptional service is about systems, standards, and processes.
Illustration: Parking Structure Participants discover the importance of intentional processes in continuous improvement in customer experience. Introspection: Architecting Service Participants consider how service can actually be architected from systems and processes and how that can apply to their organization. The Decline of Service The gradual decline in customer service in many companies has created a significant opportunity for service-based differentiation. Through discussion and illustration, participants learn that a customer's experience with your company is about more than just what the customer is buying; it is also about service.
Illustration: New Disney PhotoPass® Service Process Improvement Participants will see an example of the Disney PhotoPass® Service team discovering how their service did not serve our Guests and the changes that could be made to differentiate their product based on technology advances.
Activity: Emotional Connection to Service: Part 1 and Debrief Participants will describe a negative customer service experience and how it made them feel.
Service Drives Differentiation Participants learn that creating an emotional connection with customers is more powerful than connecting with them on a rational level alone. With an emotional connection, they can create a stronger bond with customers regarding how they feel about your organization, which can have a positive effect on economic outcomes.
Activity: Emotional Connection to Service: Part 2 and Debrief Participants will now describe a positive customer service experience to contrast and consider what was done differently in the positive experience and how it impacted them emotionally.

BREAK- 10:30a



AGENDA (cont.)

Internal Service Excellence

Organizations tend to understand service as simply an external driver of marketplace differentiation. Participants discover that internal service is just as important as external service, because it can differentiate your organization as an employer of choice and influence your external service.

How Does Service Drive Differentiation?

Participants learn that service drives differentiation because exceptional service ruptures stereotypes, those preconceived notions customers have about companies or industries. Widely held industry stereotypes can provide an organization with opportunities for significant service differentiation by exceeding expectations relative to the stereotypes of their industry.

Illustration: Walt's Creation of a Theme Park

Your facilitator shares the story of how Walt Disney ruptured the stereotype of an amusement park with the opening of *Disneyland*[®] Resort.

Activity: Rupturing Stereotypes

In this activity, participants discuss stereotypes within their industry, how they can address those stereotypes, and explore opportunities to rupture those stereotypes by exceeding their customers' expectations.

Introspection: Stereotypes

Participants consider stereotypes that may exist in their industry.

Designing Exceptional Service

At Disney, our Guests expect consistency at every touch point they have with our brand. Participants learn how we use a Touch Point Map to visually indicate every moment in our interactions that impacts the operationalization and output of our processes and systems.

Activity: Touch Point Mapping

Participants conduct a Touch Point Mapping activity and discuss what they have learned and how it can be applied in their organization.

Three Principles of Service Design: Principle 1: A Common Purpose

A common purpose is a succinct explanation of what you want the customer's experience to be at an emotional level and what you want to do for your customers. Purpose drives everything your organization does; purpose leads you down the path to higher performance and an exceptional delivery of service.

Illustration: The Origin of Disney's Common Purpose

Your facilitator shares the origin of Disney's Common Purpose with a video featuring Van France, the man tasked with creating a training program for the people who would bring Walt Disney's dream of *Disneyland*[®] Resort to life.

Three Principles of Service Design: Principle #2: Understand the Customer Holistically

Participants learn that strategically focusing on the customer experience requires an understanding of the customer that extends beyond traditional service criteria. They are introduced to the Compass Tool, which will allow them to think about what the customer really wants in order to exceed their expectations.

LUNCH- 12:30- 1:30p (ASC Lower Lobby)

Lunch is provided by Savoie Catering.

Three Principles of Service Design: Principle #3: View Service as an Economic Asset

Participants learn to take into account the overall value of a service investment, not just the immediate expense. You may not be able to measure the return on those costs immediately, but over time your organization will recognize the value of that initial service investment.



AGENDA (cont.)

Illustration: Service Differentiation with the Disneyland® Resort Central Bakery

Your facilitator shares an example of service differentiation with the Disneyland® Resort Central Bakery.

Introspection: Service Design

Participants consider the elements of service design and how they can be used in their individual roles.

Service Standards Help Unlock Consistency

Service Standards are the operating priorities and values that guide the consistent delivery of service. They help unite everyone in the organization in a core set of values that provide parameters to make quality decisions.

Illustration: Inclusion and The 5 Keys Behaviors

Your facilitator describes our five service standards, which are the foundation for the world-class customer service and care that our Cast Members provide, by aligning our overall purpose with a deep understanding of customer expectations. Your facilitator shares a story of a special needs family and safety with a child at a parade.

Introspection: Service Standards

Participants consider service standards as a critical element of service and how they can be applied in their organization.

Delivering Exceptional Service

It is through the delivery systems of process, place, and people that exceptional service can occur. An organization will not be able to deliver their exceptional service strategy without all three of these areas in alignment.

The 3 P's: Process

Participants learn how process enables the delivery of a seamless customer experience.

Illustration: Lost and Found at Disney Parks

Participants discover how Guests can retrieve lost items through a process created to reduce hassles for our Guests.

The 3 P's: Place

We believe "everything speaks." Participants will learn how "place" plays a critical role in how customers perceive an encounter with an organization.

Illustration: Makiki Joe's Beach Rentals at Aulani®, A Disney Resort & Spa

Participants discover how in intentionally managing place, what could easily be perceived as a small issue within the larger context of a service strategy could provide an opportunity for removing a constraining process and positively impact the Guest experience.

Illustration: Internal Place - Disney University

Participants learn how we at Disney place a strategic focus on internal place for our Cast.

Activity: What Signal Is Your Place Sending?

Participants see how to look at "place" in delivering exceptional service and the message that place sends.

BREAK

The 3 P's: People

Delivering service is not just about the way people do it, but how they do it and its effect on the customer. Participants see that while our Cast Members must be on-task—performing the day-to-day functions of the job—it is also important to be on-purpose and deliver our Common Purpose to our Guests.

Illustration: Purpose vs. Task: Disney Reservation Center

Cast Members at our Disney Reservation Center understand that their task may be the logistics of the Guest's stay, but the purpose is to make the Guest call experience magical.



AGENDA (cont.)

The 3 P's: People - The 5 Keys with Courtesy Breakdown

Your facilitator takes a deeper dive into Courtesy, one of The 5 Keys.

Illustration: Pirates of the Caribbean® - The 5 Keys

Participants discover the integration of The 5 Keys into a legendary Disney parks attraction.

Introspection: The 3 P's in Service Delivery

Participants consider what they have learned about process, place, and people in service delivery and how the concept can be integrated into their organization.

Quality Service Defined

At Disney, we view successful quality service as consistently executing service standards at all touch points and through all delivery channels. Participants see that is how exceptional service is possible.

Touch Point Integration Matrix

Participants learn how our Touch Point Integration Matrix helps identify areas that are doing well in the delivery of an exceptional Guest experience and where there are opportunities to improve.

Service Recovery

Participants will see that in service recovery, people are likely to care as much, if not more, about how they are treated after a service failure as they do about the outcome itself.

Emotional Connection During Service Recovery

Participants understand the importance of seeing the people and not just the issues. A customer's emotions become heightened when a service failure has occurred.

Service Recovery Operationalization

Service recovery is about salvaging a potentially damaged relationship, which means employees must truly believe that the person is more important than the issue itself.

We Recover Happiness with Intentional Listening

Your Disney Institute facilitator explains the importance of really listening to the customer. Many times, customers often just want to be heard. This means treating them with dignity while genuinely and objectively listening to their stories.

We Recover Happiness: C.A.R.E.

Participants join in an activity to demonstrate how we approach service recovery with our C.A.R.E. model.

Illustration: Recovering Service: Twilight Zone Tower of Terror™

In this illustration, participants see how we view service recovery: "It's not our fault, but it is our problem."

Activity: Navigating the Customer Experience Scenarios

Your Disney Institute facilitator guides a discussion of customer experience scenarios.

Introspection: Service Recovery

Participants think about how to incorporate the elements of service recovery into a customer service process.

Service Recovery Success Stories and Questions

Your Disney Institute facilitator shares stories of service recovery success.

Program Close

Participants see a video on quality and revisit Disney's Approach to Quality Service thesis to close out the program.

CLOSE OF PROGRAM

****PLEASE STAY AND ENJOY OUR SOCIAL HOUR****