One-Day Disney’s **Approach to Quality Service**

Attention to detail can be the difference between mediocre customer experiences and world-class, memorable ones that drive repeat business. Spend one day with *Disney Institute*, so your club can benefit from Disney’s experience in quality service and learn to think differently.

Learning Objectives

* Learn how great intentionality in every business decision and in every aspect of an organization can drive sustained business results.
* Explore how to achieve exceptional service by intentionally designing systems and processes. Consider how your organization’s customer service experience compares to other organizations, and think about how to improve your service consistently.
* Examine how service has declined over the years, and how this makes service a differentiator with business results.
* Learn why it is important to pursue internal customer service with the same intentionality as external customer service.
* Analyze the stereotypes associated with service in various industries, and identify how some specific organizations rupture those stereotypes.
* Recognize possible customer interactions beyond the service transaction.
* Define a common purpose, and understand why it is essential to sustained business results.
* Examine the differences between customer needs, wants, stereotypes, and emotions, and how these are essential for service design.
* Analyze purpose, customer, and business in your organization in order to establish prioritized quality standards.
* Discover the overlap between the service process, people, and place, and why all are imperative to create a positive customer experience.
* Consider the importance of all areas of the organization supporting the common purpose.
* Assess what signals your touchpoints are sending to your customers.
* Identify the service tools employees need to deliver exceptional service.
* Understand the definition of a quality service experience.
* Discover the difference between resolution and reconciliation, and determine why service recovery is important.