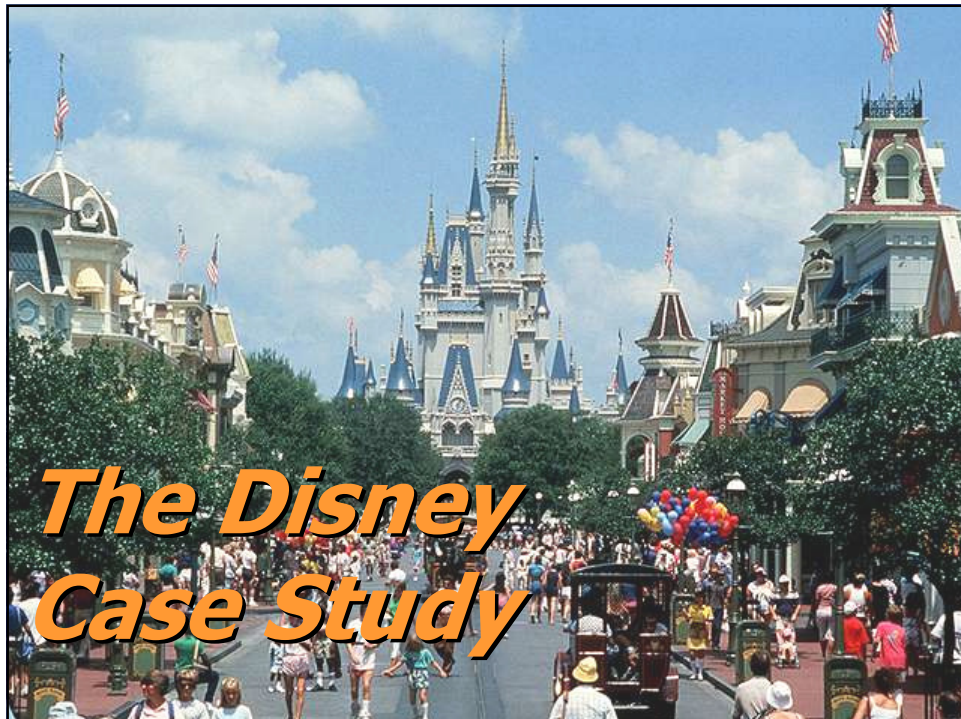


***Steve Riley***





# WDW's Scope

- Theme Parks
- Resorts/Hotels
- Banking
- Manufacturing
- Energy Production
- Food Prod./Distribution
- Municipal Government
- Transportation
- Security....

## *Success Formula*

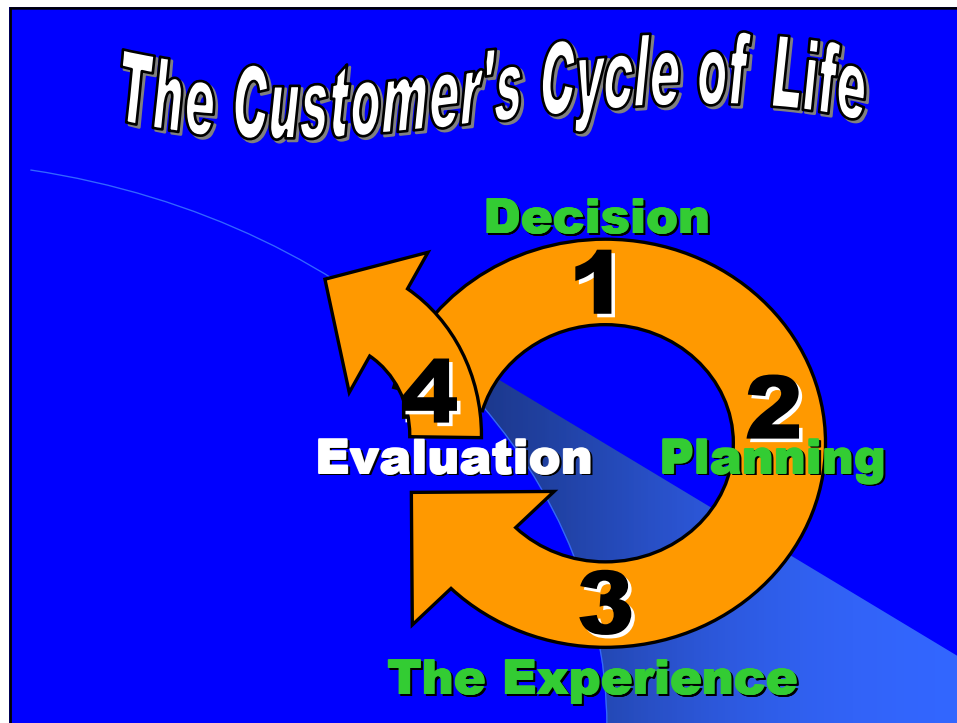
**Future**

**Superior  
Employee  
Experience**

**Superior  
Customer  
Experience**

**Superior  
Leadership**

**Foundations: Vision,  
Purpose, Values, etc.**



# SERVICE STRATEGY

## GUEST Kompass

**SERVICE**  
Theme

**SERVICE**  
Delivery

**SERVICE**  
Definition

**SERVICE**  
Standards



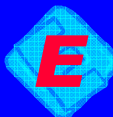
**SERVICE Matrix**

**Needs**



*Kompass*

**Emotions**



**Wants**



**Stereotypes**





## ***Disney's Service Theme***

**We create  
happiness**

**by providing the finest  
in entertainment**

**for people of  
all ages,  
everywhere.**



# ***Service Standards***



**Safety**



**Courtesy**

**Show**

**Efficiency**



# ***Service Delivery Systems***



**Cast**



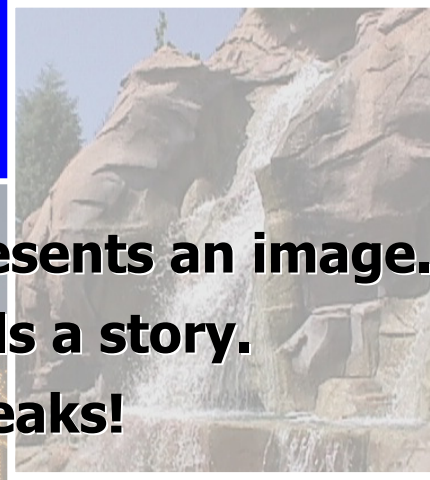
**Process**



**Setting**

# ***Setting***

- **Everything presents an image.**
- **Everything tells a story.**
- **Everything speaks!**
- **Use all your senses!**



**Props &  
Fixtures**

**MUSIC**

***Everything Speaks!***

---

**Smell**

**COLOR**

**Signage**

**Layout**

***background noise***





# ***Process***

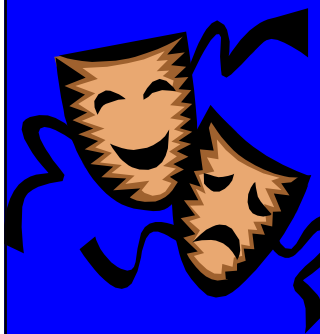
- **Examine the processes that frustrate the customer.**
- **Be your own customer.**
- **Eliminate the “Hoops” a customer has to jump through to do business with you.**
- **Explore options from customers and employees.**



## ***Cast***

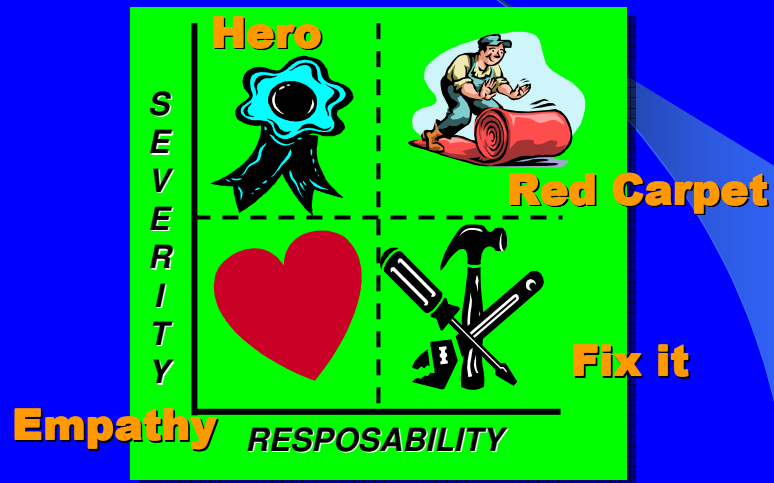
- Clearly define performance standards.
- Examine how actions and behaviors affect the customer experience.
- Establish minimum service guidelines.
- Your frontline is your bottom line

## ***Performance Tips***



- First Impression
- Posture/ Gestures
- Facial Expressions
- Vocal Image
- Sense of Humor
- Think...

# Service Recovery



***Vind de juiste toon!***

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