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The Disney Approach to Quality Service

"I happen to be kind of an inquisitive guy and when I see things I don't like, I start thinking 'Why do they have to be like this and how can I improve them?'"

Walt Disney

This is one of the many exceptional business philosophies supporting decades of Disney success. You'll discover many more extraordinary and applicable business practices in an equally extraordinary place.

Who Should Attend

This program is on-target for business professionals who want to:

- Motivate employees to actively deliver consistent quality service
- Prioritize service standards to promote the delivery of quality
- Establish a more efficient process for delivering quality
- Accentuate details to set their organization apart from the competition
- Understand who their clients are in order to better serve them
- Utilize employees as a valuable resource for quality service suggestions

What It's All About

This program is ideal for leaders looking to improve the quality of service in their organizations. Combining classroom sessions, application exercises, and rare visits to "on-stage" and behind-the-scenes operating areas, *The Disney Approach to Quality Service* guides participants in discovering, firsthand, how to match their service standards with a delivery system that promotes and ensures quality.

Learning Objectives

In this 3½-day seminar, you'll develop an action plan for:

- Identifying how to anticipate the needs, wants, stereotypes, and emotions of your customers in order to exceed their service expectations
- Bringing "personality" to your organization by establishing a service theme and aligning your organizational resources to support it
- Improving the policies, tasks, and procedures within your organization to promote the delivery of quality service to your customers
- Creating an environment that reflects your organization's commitment to quality and encourages its delivery

The Disney Approach to Quality Service

Program Agenda

Opening Night



5:00 p.m. - 5:30 p.m.

Program Registration and Buffet

Receive your program notebook, name tag, and participant list. This is also when you'll have an opportunity to begin networking with other program participants.

5:30 p.m. - 8:00 p.m.

Opening Session

Gain an understanding of how the rich legacy of service has evolved at the *Walt Disney World*® Resort. In this first working session, you'll be introduced to the Quality Service Cycle, a model that sets in motion key elements affecting your organization's ability to deliver quality service. You'll also learn how Disney seeks to understand its Guests with a unique compass formula that you can easily adapt to your customers or clients.

Day One

8:00 a.m. - 3:30 p.m.

Service Theme

Understand the importance of an organization's service theme and learn how the *Walt Disney World*® Resort's service theme clearly defines the organization's purpose.

Walt Disney World Service Standards

Discover examples of *Walt Disney World*® service standards and learn guidelines for establishing standards that fit your organization.

Introduction of Delivery Systems

Identify the three classifications of delivery systems that function as a vehicle for service.

Due to the changing nature of field experiences and theme park operating hours, the agenda is subject to change.

Day One (cont.)



The Quality Service Matrix

Learn how *Walt Disney World*® Quality Service Matrix aligns delivery systems with service standards. Explore its usefulness as a quality service delivery tool.

Introduction to Cast

Discover how the quality service standards of the *Walt Disney World*® Resort are exemplified in the Cast Members working there.

Cast Field Experience

Observe the quality service standards in action. Learn the practices used by Cast Members at the *Walt Disney World*® Resort to increase the quality of Guest service experiences.

Listen as a front-line manager explains how the quality service standards are applied. Discover how those standards influence Cast attitudes and heighten their commitment to deliver quality service.

Quality Action Plan

Begin to formalize your strategic plan for adapting various Disney service processes to your industry and organization.

Day Two

7:30 a.m. - 3:30 p.m.

Introduction to Setting

Examine how the physical environment can be used to communicate the quality standards of an organization and motivate employees to maintain them.

Setting Field Experience

Identify specific examples of how setting is used in a theme park or resort to communicate the quality service standards of the *Walt Disney World*® Resort.

Introduction to Process

Examine how to align your organization's processes to support the continuous delivery of quality service to your customer/patients.

Listen as a front-line representative explains the various processes used to ensure the delivery of quality service.

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Day Two (cont.)

Quality Service Plan

Continue formalizing your strategic plan for adapting various Disney service processes to your industry and organization.

Day Three

8:00 a.m. - 1:30 p.m.

***Integration* Field Experience**

Explore how the elements of the Quality Service Cycle come together to create a seamless Guest experience.

Integration Activity

Using the field experience as an example, apply your learnings to your own industry and organization.

Quality Service Matrix and Quality Service Plan

Finalize your Quality Service Plan and develop a Quality Service Matrix to support your service initiatives.

Program Conclusion and Graduation

Review and summarize *The Disney Approach to Quality Service*, and discuss tips for taking the message home. Continue your networking with a special closing luncheon and celebration.

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