



You build the best product you can. You give people effective training to support the delivery of exceptional service. You learn from your experiences. And you celebrate success. You never stop growing. You never stop believing.

Customers want memorable experiences and companies must become stages of experiences.

The magic of service:

The quality service cycle at Disney includes: a service theme, service standards, delivery systems, and integration.

Implement “Guestology.” This is Disney-speak for knowing who guests are and understanding what they expect when they come to visit. Use both demographics (mainly describe the physical attributes of a group and often compromise quantitative data) and psychographics (offers clues to what a guest needs, what they want, and what emotions they experience) as your two major kinds of information.

These clues include: needs, wants, stereotypes, and emotions.

The core ideology is not something that can simply be declared. Instead, it must either reflect existing truths about a company or create new ideals that will be pursued until they become inherent truths.

Meet expectations and then exceed them...that is the WOW factor.

Imagine an animated film...twenty-four frames per second, each a still portrait of that fractional moment, must come together to create an entire story...that is same with creating a guest experience.

Hire the very best people to make the guest experience happen.

Pay fantastic attention to details.

Three delivery systems that all companies share: their employees, their setting, and their processes.

A performance culture is a set of behaviors, mannerisms, terms, and values that are taught to new cast members as they enter their job location.

Your setting is wherever your customers meet you. The setting includes the environment, the objects located within the environment, and the procedures that enhance the quality of that environment. Remember, everything speaks.

Create specific behaviors that help you achieve the promise. At Disney, their standards are safety, courtesy, show, and efficiency.

The magic of the cast:

The cast provide the first impression to the guest.

Equip (outfit) the cast so they can deliver a magical experience.

Disney facilitators teach, “We don’t put people in Disney. We put Disney in people.”

Don’t underestimate the power of a good orientation program to create a portrait of the organization and its culture in the minds of new employees. Disney includes these elements: history and traditions, values, educational experience, academics, student life, courtesy, and efficiency.

At Disney, their guidelines for guest service include: make eye contact and smile, greet and welcome each and every guest, seek out guest contact, provide immediate service recovery, display appropriate body language at all times, preserve the “magical” experience, and thank each and every guest.

Build a performance culture by: keeping it simple, making it global, making it measurable, providing training and coaching, soliciting feedback and ideas from the team, and recognizing and rewarding performance.

The magic of setting:

Everything, animate and inanimate, speaks to guests.

You can’t change people. But if you change the environment that the people are in, they will change.

The components of setting include: architectural design, landscaping, lighting, color, signage, directional design on carpet, texture of floor surface, focal points and directional signs, internal/external detail, music/ambient noise, smell, touch/tactile experiences, and taste.

Imagineers use these elements to create magic: know your audience, wear your guest’s shoes, organize the flow of people and ideas, create a visual magnet, communicate with visual literacy, avoid overload-create turn-ons, tell one story at a time, avoid contradictions-maintain identity, for every ounce of treatment provide a ton of treat, and keep it up.

The setting should appeal to all five senses.

Make sure the backstage and onstage areas are always separate.

The magic of process:

Processes are a series of actions, changes, or functions that are strung together to produce a result.

Factors that affect guest perception of wait times: access, respect, and information communication.

Every one of these factors have been addressed for an enhanced guest experience.

They use a term, “plussing,” that means an effort to continually improve the products and services offered to guests.

We must always improve outdated processes.

One thing security cast members at Epcot create was the Magic Pouch (includes a can of lubricating oil, a sewing kit and safety pins, and an eyeglass repair kit) to address quick fixes for guests.

The magic of integration:

Bringing everything together every time is the goal.

When analyzing service solutions look for those that meet a guest’s need for interaction, vivid presentation, and efficiency.

Plan and manage solution implementations using storyboards.