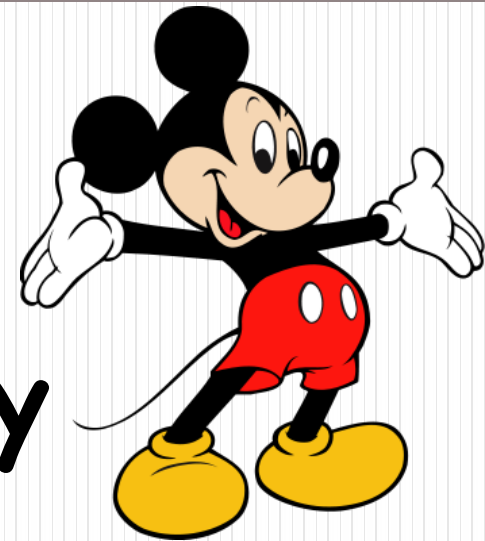
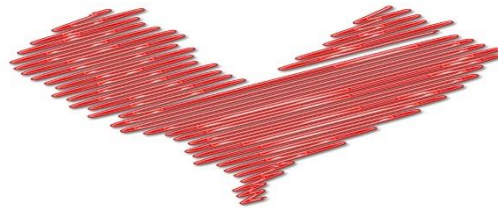


Customer Service with a Heart



The Disney Way

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Getting Started...

You will need to...

Run bookmarks:

Run Follow-Up Postcards:

Run PowerPoint:



Lessons From the Mouse

LESSON 1: Never let Backstage Come Onstage

LESSON 2: What Time is the 3:00 Parade? Is Not a Stupid Question

LESSON 3: Little Wows Add Up

LESSON 4: Have Fun With The Job No Matter How Miserable You Feel

LESSON 5: Don't Be a Customer Service Robot

LESSON 6: Pay Attention to The Details — Everything Speaks

LESSON 7: Never Ever Say "That's Not My Job" - Don't Even Think It

LESSON 8: Everyone Has a Customer

LESSON 9: Figure Out What Ticks Off Your Customers— And Do Something About It

LESSON 10: Take Responsibility for Your Own Career

For my personal customer signature, I decided to

How am I using my customer signature in my area? _____

How can/am I creating magical moments for customers? _____



Customer Service with a Heart



The Disney Way



Buy and Read:

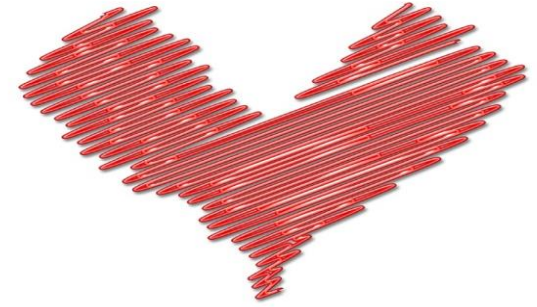
**LESSONS
from the
MOUSE**



**A Guide for Applying
Disney World's Secrets
of Success to
Your Organization,
Your Career, and Your Life**

DENNIS SNOW

Objectives



Today we will learn how to:

- Communicate effectively with customers
- Create a positive impression
- Develop and maintain customer service standards
- Plan good customer service

- Good vs. Bad Service Skit

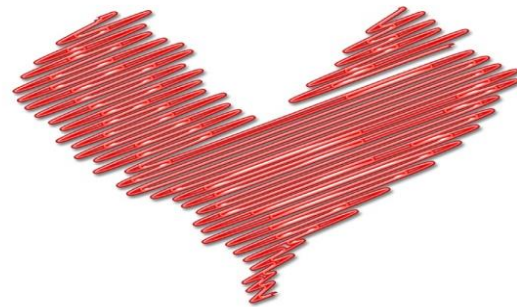


Who are Customers?

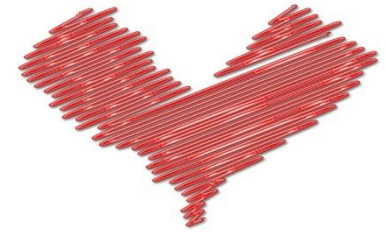
Definition of a customer:

Internal/external customers

Customers are people who need your assistance. They are not an interruption to your job, they are the reason you have a job.



Communicating Effectively with Customers



Definition:

What describes GOOD service and BAD service?

Good customer service is taking that extra step to help without being asked! It's all about attitude and skills.

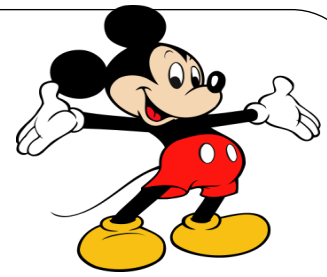
<https://www.youtube.com/watch?v=2xqkpP59UgM>

Seinfeld Customer Service Example





Why Disney?



- THE modern model of customer service
 - Largest single site employer in the world (55,000)
 - Lowest employee turnover rate of any major company in hospitality industry
- Intriguing, interesting, fun

<http://www.bing.com/videos/search?q=The+Disney+Way+Customer+Service&Form=VQFRVP#view=detail&mid=21428F1A464327834C2821428F1A464327834C28>

The Disney Cast Member Service Quilt by Brynn Showalter

- Employee (Cast Member) training begins with a course called "Traditions" which educates the Cast Members about the company's history and its legacy of superlative Guest service.
 - Guests (w/Capital G)
 - Cast Members (w/Capital C & Capital M)
 - Onstage/Backstage

- <http://www.bing.com/videos/search?q=disney%20customer%20service%20video&qs=n&form=QBVR&pq=disney%20customer%20service%20video&sc=1-29&sp=-1&sk=#view=detail&mid=F5CF0EB9B90F20B2B990F5CF0EB9B90F20B2B990>
- Disney-- Dennis Snow—WOW experience

"You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality."

-Walt Disney

Magical Moments & Take 5's

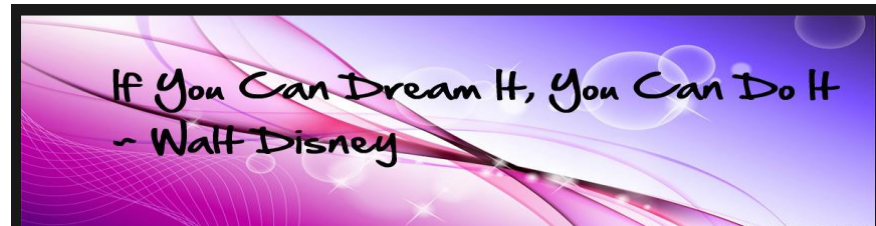
Magical Moments

- Family of the day
- Animal Kingdom-assistant conductors
- Children dance in parade



Take 5's

- Replaced spilled ice cream
- Letter from Mickey
- Autograph requests



A brand is a promise an organization makes & keeps to its constituents. It is a reputation, determined by an organization's important audiences, not the other way around. A brand is always true & important, & if you're lucky, distinctive.

Disney's Success Secrets

1. Legendary attention to detail
2. Exceed people's expectations
3. Theme, theme, theme
4. Be guest-centered



Be guest-centered

Based on Guestology - the study of what guests like and don't like and want and don't want.

Guests greatest desires:

- ✓ Make me feel special
- ✓ Treat me as an individual
- ✓ Respect me and my children
- ✓ Be knowledgeable

7 Guest Service Guidelines

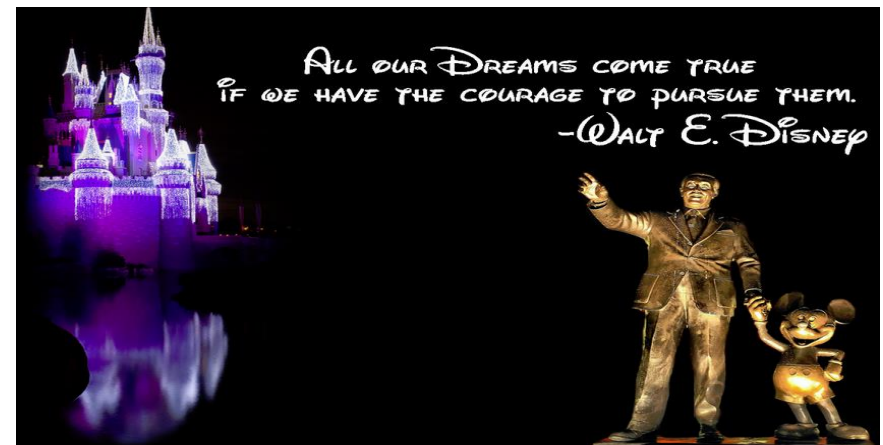


- Be *Happy*...make eye contact and smile!
- Be like *Sneezy*...greet and welcome each and every guest. Spread the spirit of Hospitality...It's contagious!
- Don't be *Bashful*...seek out Guest contact!
- Be like *Doc*...provide immediate Service recovery!
- Don't be *Grumpy*...always display appropriate body language at all times!
- Be like *Sleepy*...create DREAMS and preserve the "MAGICAL" Guest experience!
- Don't be *Dopey*...thank each and every Guest!

Lessons From The Mouse



- Lesson 1: Never Let Backstage Come Onstage
- Lesson 2: What time is the 3:00 Parade? It is not a stupid question.
- Lesson 3: Little Wows Add Up
- Lesson 4: Have Fun with the Job No Matter How Miserable You Feel
- Lesson 5: Don't be a Customer Service Robot



Lessons From The Mouse



- Lesson 6: Pay Attention to the Details—Everything Speaks
- Lesson 7: Never Ever Say, “That’s Not My Job”
- Lesson 8: Everyone Has a Customer
- Lesson 9: Figure Out What Ticks Off Your Customers—and Do Something About It
- Lesson 10: Take Responsibility for Your Own Career

Activity: Pick one or more Lessons from the Mouse and write what you would like to try in your department/campus. Record answers on poster paper. Pick a speaker.

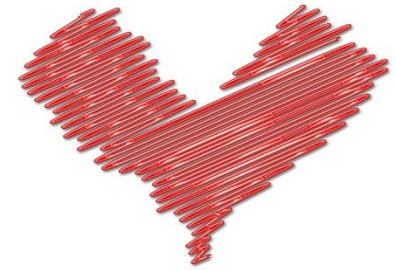
“What ever you do, do it well.

Do it so well that when people see you do it they will want to come back and see you do it again and they will want to bring others and show them how well you do what you do.” ~ Walt Disney

Attitude Checklist

What attitudes assist in providing good service?

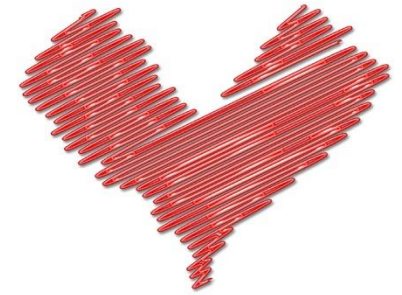
- Enjoy helping people
- Handle people well
- Care for your customers
- Give fair and equal treatment to all
- Be understanding of people with special needs



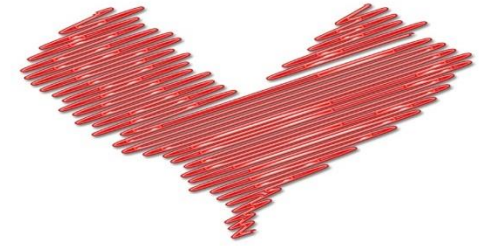
- <http://uk.ask.com/youtube?q=customer+service+video&v=bTbHwnxCGaI&qsrc=472>
- Bad Customer Service—TV show clips

Skills for Customer Service

- Know about your organization
- Learn the technical parts of the job
- Communicate well
- Be consistent
- Be organized
- Know your place in the team and be a team player



Greeting Customers



The purpose is to create and maintain a welcoming environment - how can we achieve this?

- Be attentive, acknowledge a person as soon as they appear, even if you're busy
- SMILE!
- Establish eye contact
- Tell them your name
- Shake their hand
- Ask how you can help
- Give the customer your full attention
- Be polite and courteous.....

Capturing Kid's Hearts

Engage

X-plore

Communicate

Empower

Launch



Establishing Rapport



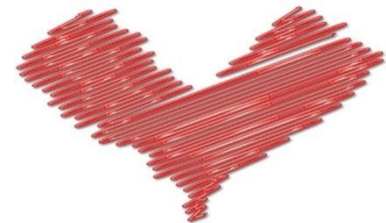
- ❑ What does good rapport feel like?
- Make the customer feel comfortable
- Make the customer feel important and valued
- Use empathy

<https://www.youtube.com/watch?v=nf6fToXFzOQ>

<http://www.bing.com/videos/search?q=starbucks+customer+service+video&FORM=VIRE3#view=detail&mid=8053D902835AA10037388053D902835AA1003738>

Starbucks Coffee

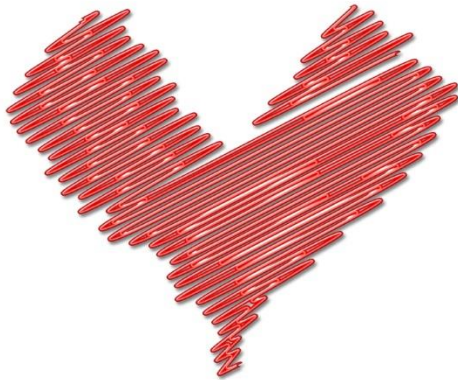
- ❑ *Turn to your neighbor and practice greeting someone*



Find Out How You Can Help

Turn to your neighbor and discuss the following questions for a minute.

- How can you find out what people want?
- If you can't help, what should you do?
- Offer alternatives if possible.
- If they have to wait, how would you handle it?



“Someone calling themselves a customer says they want something called service.”

The Communication Equation

What you hear

- Tone of voice
- Vocal clarity
- Verbal expressiveness

40% of the message



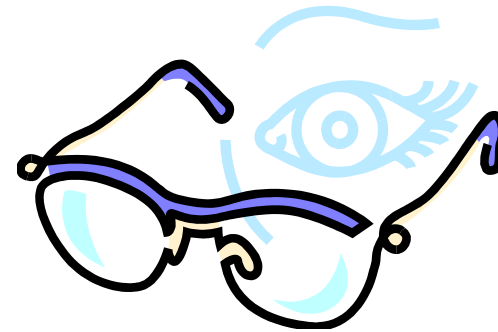
Active listening = Attending skills (being ready)

- Attend to immediate needs (if you need to finish something before giving your full attention)
- Being available
- Eye contact
- Attentive posture
- Concentration

What you see or feel

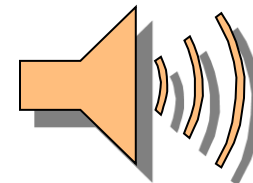
- Facial expression
- Dress and grooming
- Posture/ Body Language
- Eye contact
- Touch
- Gesture

50% of the message

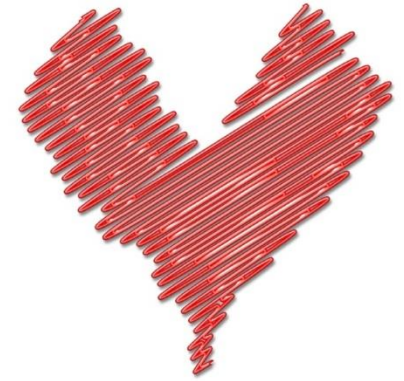


WORDS.....

ONLY 10% of the message!



Reflective Skills



Keeps the door open for further communication

- Paraphrasing
- Reflecting Facts
- Reflecting Feelings
- Reflecting Silence
- Summarizing
- Choosing your Words
- Useful Phrases



Using Your Voice

Think about how you might modify your voice in certain situations and *work with a partner to come up with an example to change the tone of these sentences...*

“Jonathon your coffee is getting cold”; “Sue I need your help.” “Maxine there are three items missing from this set”.

When you modify your voice do you...

- Become loud when angry or upset
- Speak faster when nervous
- Speak slowly when tired or bored
- Have a cheerful voice
- My tone of voice is warm and understanding
- Find it easy to talk to people you don't know
- Control your tone in most situations
- Sound bossy, weak or unsure
- Have a clear and easy-to-hear voice
- Speak in a very formal or very trendy manner?



Written Communication

- Write clearly and concisely
- Refer to their letter, date and query
- Be friendly without being too informal (*Dear Aunt* writing style)
- Check your spelling and grammar
- Make sure you've answered their query or request or explained why you can't
- Be timely or apologize for any delay in replying

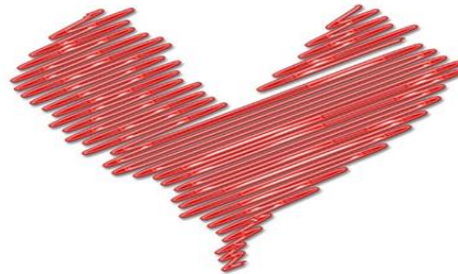


A Positive Organizational Image

First impressions count and will affect the interaction. People make judgments in the first 30 seconds.

Golden Rule—You only have one chance to make a first impression!

Hilarious SWA Flight attendant- In Mid Life Crisis MUST meet Ellen and Jimmy Fallon!!



A Positive First Impression

- Be confident
- Knowledge - know your organization and the services you provide
- Confidentiality (Ex. FERPA)
- Follow up (don't just say you'll do something, do it)
- Strengthen the customer's commitment to your organization



Organizational Assessment - Activity

- Take a look at your department through the eyes of a customer.
- What are the first things you notice?
- What has the department or district done to make you feel welcome?
- Does anything make you feel uncomfortable?
- How could you feel more at ease?

Form small groups and discuss different methods used to help people feel welcome. Write your ideas on poster paper. One person from each group to present back.



Presentation and Manner

Dress Code Policy and Appearance ?

- Uniforms, badges, etc.
- Personal hygiene
- Clothing – appropriate to the situation
- Hair – cleanliness and style
- Accessories – jewelry, earrings, watches, tattoos
- Expression – facial expressions
- Tone of voice
- Body language
- Surroundings (Can they see a messy desk? Dead flowers in the vase? Eating your lunch?...)



What to Avoid

- Saying '*I don't know*' without offering an option
- Saying you don't know where a colleague is or saying they're at lunch/ gone for coffee etc.
- Leaving people on hold for a long time
- Ignoring people if you're busy
- Treating people unequally



Factors Affecting the Quality of Service

- Reliability
- Confidence
- Responsiveness
- Efficiency
- Consistency
- Organization
- Acceptance of and adherence to policies and procedures

<http://www.bing.com/videos/search?q=simple+truths+customer+service+video&qpv=simple+truths+customer+service+video#view=detail&mid=C4CFF213B975C34F53A6C4CFF213B975C34F53A6>

- Simple Truths—Customer Service



Dealing with Difficult Behavior

- Label the behavior, not the customer
- Listen
- Don't get defensive
- Don't take it personally
- Find out what the customer wants
- Discuss alternatives
- Take responsibility for what you CAN do
- Agree on action



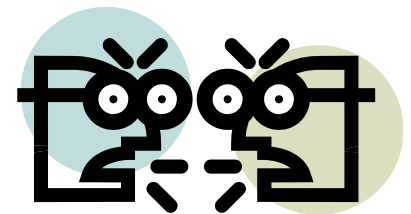
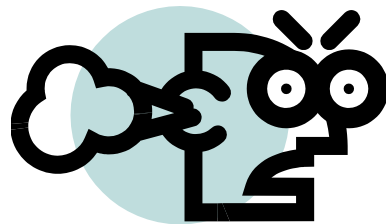
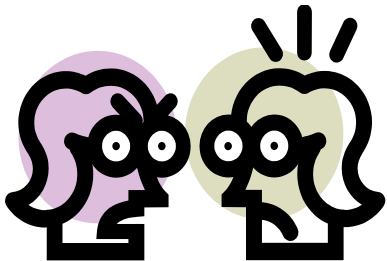
The Talkative Customer

- Ask closed questions
- Limit the time available for them to interrupt (don't have long pauses)
- Provide minimal response
- Smile and be pleasant, but don't encourage them
- Wind up – thank them for coming, walk them to the door but don't be rude or dismissive



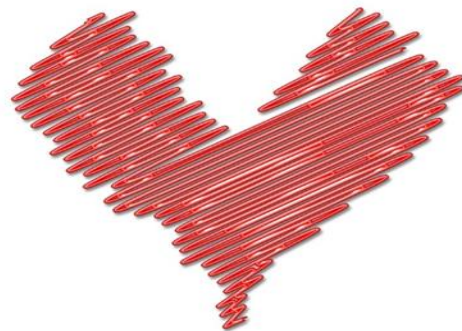
The Angry Customer

- Listen carefully without interrupting so you understand the problem
- Empathize in a broad way
- Stay calm and remain polite
- Don't escalate the problem
- Don't take it personally, be defensive or blame others
- Propose an action plan and follow it
- Seek support if you are scared, if you can't agree on a solution or if the customer asks to see "whoever's in charge"



The “Know It All” Customer

- Acknowledge what they say
- Compliment them on their research
- Be generous with praise
- Don't put them in their place no matter how tempting
- Don't try to be smart – you can't win!
- Ask them questions and use them to improve your knowledge



Role Play

In pairs, one person takes on the role of a customer and one is the volunteer

- Use your own scenario if you have one
- Swap after 5 minutes



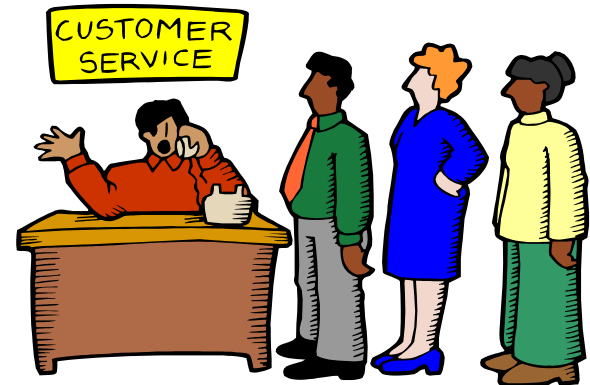
Workshop Objectives

Our Objectives were to learn how to:

- ✓ Communicate effectively with customers
- ✓ Create a positive impression
- ✓ Develop and maintain customer service standards
- ✓ Plan good customer service

Resources:

Lessons from the Mouse by Dennis Snow



REFERENCES

