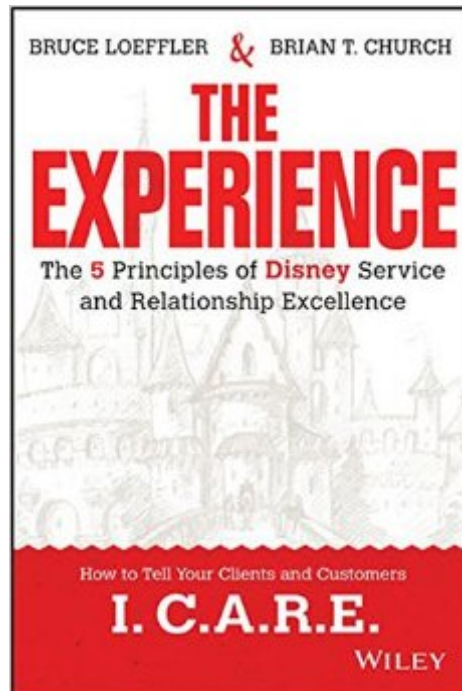


The book was found

The Experience: The 5 Principles Of Disney Service And Relationship Excellence



Synopsis

Bring Disney-level customer experience to your organization with insider guidance. The Experience is a unique guide to mastering the art of customer service and service relationships, based on the principles employed at the renowned leader in customer experience – the Walt Disney Company. Co-Author Bruce Loeffler spent ten years at Disney World overseeing service excellence, and has partnered with Brian T. Church in this book, to show you how to bring that same level of care and value to your own organization. Based on the I. C.A.R.E. model, the five principles – Impression, Connection, Attitude, Response, and Exceptionals – give you a solid framework upon which to raise the level of your customer experience. You will learn how to identify your customer service issues and what level of Experience you are currently offering. You can then determine exactly what the "customer experience" should be for your company, and the changes required to make it happen. The Walt Disney Company is the most recognized name in the world for customer service. The "Disney Experience" draws customers from all around the world. This book describes what it takes to achieve that level of Experience, and how any organization can do it with the right strategy and attention to detail. When the Experience is enhanced, the opportunity arises to convert customers to ambassadors who will share their Experience with others. Find "the experience" and what it means to the Organization. Learn the five levels of experience, and why most companies fail at it. Identify service problems that face every company in the marketplace. Utilize the Experience Quotient and apply the I. C.A.R.E. principles. Learn how to convert customers to ambassadors who share their story with others. Customers are the lifeblood of business. A great product offering isn't enough in today's marketplace, where everyone's looking for an "experience." • Imagine the kind of value a Disney-level customer experience could bring to your organization. The Experience is a guide to getting there, from an insider's perspective.

Book Information

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Customer Reviews

I am continually on the lookout for the best resources to use in training church Guest Experience teams. And a new resource “ from the world of Customer Service “ is going to take Guest Experiences to a new level. All churches have customers “ they just call them by a different name. How can your church be proactive in creating an Experience that will amaze Guests (and everyone coming to your church campus), and help them prepare for worship by being genuinely welcomed? A great first step is to look to the organization that is known world-wide for its outstanding Guest Services “ Disney. And there’s no better place to start than a brand-new book “ “The Experience: The 5 Principles of Disney Service and Relationship Excellence.” Walt Disney set the standard for Guest Services, and Disney Legends like Van France, Dick Nunis, Marty Sklar, and a host of others refined them over the years. From a single theme park in 1955, Disney has spread literally around the world (and across the oceans) with their unique methods of making everyone feel “ magical.” In 1983, a number of key leaders from across Walt Disney World formed a team that was designed to take the Disney Guest Experience to the next level. A part of that team was a young man tasked to enhance the service and presentation skills of the Disney Cast Members “ Bruce Loeffler. During the next decade, Loeffler and the rest of the team successfully planned, implemented, revised, and then spread basic principles of Guest Experiences to all Disney properties. In the next two decades that followed, Loeffler continued to refine and extend those principles in his own consulting group. Now, joined by Brian Church, those principles can be found in “The Experience.

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