THE MAGIC OF EXCEPTIONAL CUSTOMER SERVICE: Keep Plussing the Show

How has Disney managed to keep its employees and customers so fiercely devoted to the brand? How has it managed to continually top the charts as one of the world’s most beloved brands? How can you learn from its practices to catapult your organization’s service strategies to even higher levels?

Through Doug’s leadership experience at the helm of training at Disney University, he offers answers to these questions. He also reveals fascinating stories, unique insights, and invaluable lessons that can assist your organization in finding and mastering its own special brand of magic.

Learn the four components that are at the heart of Disney University: Innovate. Support. Educate. Entertain. Discover how legendary service is a delicate balance of art and science. “Doing the ordinary in an extraordinary fashion” isn’t rocket science; customer service excellence must be ingrained throughout your culture. In this constantly-changing economy, more companies than ever are realizing the strategic importance of transforming their service culture to differentiate themselves from competitors.

What’s your magic? How can you create a culture of significance? Get ready to come to the edge of your seats as you discover this, and more, during this thought-provoking and powerful presentation.

• SNOW WHITE NEVER HAS A BAD DAY: How Disney Cultivates Champions Of Service Strategies for building a world-class customer service team.
• IT’S SHOWTIME! Best Practices ... And Fatal Flaws
  The customer service differentiator that eludes too many; balancing art and science.
• POPCORN EMPOWERMENT: Turning Employees Into Superheroes
  Developing a massively engaged workforce via a good dose of trust and creative training.
• CUSTOMER SERVICE MAGIC: Lessons From Disney U
  How Disney consistently develops the world’s most engaged, loyal and customer-centric employees.
• THE “SWEeper OLYMPICS”: Creating Engaged Employees Is Easy
  Changing the realities of job drudgery is impossible. Changing employees’ attitudes isn’t.
• CALM DOWN! Dealing With Upset Customers
  Moving beyond anger with the R.A.P.S. active listening strategy.

CUSTOMIZATION Happy clients … is always the guiding principle! To exceed every clients’ expectations, Doug provides the following for each presentation:

• Discovery Telephone Interviews – with your team, clients, vendors and all staff levels.
• Event Integration – Doug meets staff, attends presentations, and weaves updated announcements and examples into his session.
• Receptions, book signings, and private meetings? Just let us know and we will make it work!