

The Disney Way Quality Customer Service Delivered

University of the Virgin Islands

Quality Service Cycle



Quality Service Model

Customer logy – The study of the people for whom we provide service

Needs

Wants

Stereotypes

Emotions

Quality Service Model

- Service Theme – The statement of purpose that internally conveys a unified service message
 - Identify a unifying service theme goal for the organization “purpose”
 - Align purpose to customer expectations
 - Communicate that alignment to the employees

Quality Service Model

- Service Standards – The operating priorities that monitors the consistency of services

Translate the service theme into actionable item

Set organizational and employee parameters for decision making

Prioritize the details of service delivery

Allow consistent measurement of service delivery

Delivery Systems

- Cast – The employees who are responsible for delivering the quality customer service
- Setting – The elements in the environment that create a good customer experience
- Process- The systems that support the employee and physical environment

Quality Service Matrix

Disney	U.V.I.			
Safety	Responsive			
Courtesy	Courtesy			
Show	Competent Solutions			
Efficiency	Timely			

Delivery Systems

- Cast – The employees who are responsible for delivering the quality customer service
- Setting – The elements in the environment that create a good customer experience
- Process- The systems that support the employee and physical environment

Quality Service

- At the Walt Disney Resort, we believe that “Our front line is our bottom line.” Our cast members are a valuable system for delivering quality service in a safe, courteous, entertaining, and efficient way. They create magical moments for our Guest every day through proactive, responsive, and reactive service. In turn, we provide them with training, support, and recognition they need in order to model the Disney difference every day.

Tactics

- Align the cast with the service theme
- Treat the Cast as Guest
- Provide the Cast with clear defined and measurable behavioral guidelines
- Involve the Cast in the show
- Establish processes that help the Cast deliver Quality Service

Delivery System

- Setting – Understanding the effects of setting enables one to design the environment with quality service in mind, as well as to enhance the existing facilities

Delivery System

- Process- Processes affect the delivery of service in every department with in the organization. Processes should remove barriers to providing service, not be barriers themselves

Delivery System

- Integration – The interweaving of all the quality service elements creating a seamless customer service experience

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- Path Ways to Greatness provides a frame work for transforming UVI into customer first environment
- Develop service standards
- Develop a service theme
- UVI can focus more of the way staff deliver services to internal/external customers
- Develop incentive programs for changed attitudes
- Constantly reward behavior that supports a customer first attitude
- Communicate expected behavior

