

The Experience: The 5 Principles of Disney Service and Relationship Excellence



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 10 years at Disney World overseeing service excellence. He has partnered with Brian T. Church 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. 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.

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