



## DISNEY'S APPROACH TO QUALITY SERVICE

### Tips to Create a Quality Customer Service Environment

At the *Walt Disney World*® Resort, we define setting as the environment and the objects within that environment where service delivery occurs. The setting can be traditional “bricks and mortar” or it might be in a virtual environment. While the setting of the *Walt Disney World*® Resort is unique, the steps taken to create and maintain that setting have elements applicable to any industry.

The following tips combine to deliver a successful service setting.



#### Tip #1

##### ***Send the right message.***

Every detail of the setting sends a message. It's imperative that the message being delivered is consistent with the desired story. Consider how the following scenarios might detract from the ideal customer experience.

- What “story” does a dead plant send to those seated in a customer waiting area?
- What does an overflowing ashtray at the door suggest about the quality of an organization?
- How likely is someone to eat lunch in a food service location with dirty menus?
- What impression is made by misspellings on signs?
- What assumptions might be made if a website is out of date?



#### Tip #2

##### ***Guide the customer experience.***

Put yourself in your customers' shoes, starting from the moment you view a website, pick up the phone, or drive in until you actually drive out or complete the experience.

- Dial your business number and see where the call goes. What virtual settings do you have? How easy is it to speak with a person?
- When you are in a queue or waiting area, how comfortable is the wait? How does the setting occupy your time?
- How well are you able to navigate? Do you have “visual magnets”, well-displayed signage, or other “way-finding” methods?
- How well does the use of color, sound, and smell help guide your experience?



## DISNEY'S APPROACH TO QUALITY SERVICE

### Tips to Create a Quality Customer Service Environment



#### Tip #3

##### ***Employ sensory details.***

All the information that people take in comes from their five senses. A successful setting strives to engage as many of these senses in a positive manner as possible. Think about how the following elements can send positive or negative messages:

- Architectural design
- Landscaping
- Lighting
- Color
- Signage
- Directional design on carpet
- Texture of floor surface
- Focal points and directional signals
- Internal and external detail
- Music and other ambient noise
- Smell
- Tactile elements
- Taste



#### Tip #4

##### ***Separate “on stage” from “backstage.”***

At Disney, we define “on stage” as any place a Guest and Cast Member would interact. “Backstage” environments exist out of sight from a Guest. Be conscious of all areas in your organization where customers will be present and where you need to be “on stage”. Consider the following:

- What areas are on stage in your setting? What is their primary purpose?
- What areas are backstage in your setting? What is their primary purpose?
- What areas do you not want your customers to see?
- How can you prepare and support your employees backstage to deliver service on stage?
- How do behaviors and attitudes differ on stage and backstage?