Disney Institute Training  
Quality Service  
August 5, 2016

Six core principles from the Disney Institute Training can help focus the efforts of the college toward seamless, exceptional service to students. Additional tools will be developed and shared with managers and staff in each of these areas for continued department planning toward improvement.

A Common Purpose  
The essential foundation on which all other service decisions are developed. Purpose drives everything.

We need to understand our common purpose as well as our individual purpose. There’s work… and then, there’s the meaning of the work. For example:

“I’m laying bricks”… “I’m building a cathedral”
“I track budgets”… “I ensure money is spent in ways that help students complete college”

Purpose trumps task.

Overmanagement  
Paying extraordinary attention to the details.

• Service – built on common purpose and “architected” for exceptional service across all touchpoints
• Innovation – a culture of continuous improvement and innovation
• Leadership – aligning the organization around values and a compelling vision
• Brand – strategies that consistently identify our organization
• Culture – human resource processes must be overmanaged for consistent desired behaviors

Be intentional; think about small things.

VIP (Very Individual Person)  
Every student has his or her own compass. We can’t make assumptions about what a student needs or wants.

Needs: What does the student need?
Wants: What do they hope to gain from the experience?
Stereotypes: Pre-conceived notions a student has about the experience.
Emotions: Different emotional levels a student brings to the office.

When students feel like individuals, they are more likely to perceive the experience as unique and special.
Zone of Exceptional Service

Process + Place + People that support the common purpose

Process: Without **seamless** processes, the organization will deteriorate and people will improvise

Through management

Queuing

Place: Exceptional service, though carefully orchestrated “backstage,” should look spontaneous and personalized “on stage”. Subconsciously, it is difficult for people to rise above their setting.

How are things presented?

The effect of place on the student experience can be summed up in two words: “Everything speaks”

People: We need people with a heart for service. It is not just *what* we deliver, but *how* we deliver it.

Onboarding

Standards

Employees who are empowered to influence students. (Empowerment is *not* improvisation).

“Service is an economic asset. Push resolution authority to the lowest possible level”

“Most companies do not think hard enough about service processes and the impact on customers.”

Four Key Quality Standards

*Service is experienced in a multitude of small moments over time. It is a system, not an event.*

**Safety:** I know and follow all safety policies.

I ensure my area is “show-ready”

**Courtesy:** I project a positive image and energy.

I go above and beyond expectations.

**Show** (*public*): I know my role and stay professional

I demonstrate care for the safety of others.

**Efficiency:** I use my time and resources wisely.

“You will never again see a piece of trash and pass it up. You will stop and pick it up.”

Recovering Service

*How you solve for a failure is more important than the outcome.*

We need to think about and develop processes for what we do when a student’s expectations are not met.

When a service failure occurs, the recovery process is as important as the outcome itself.

**LAST:**

Listen

Apologetic

Solve

Thank

*It’s not our fault, but it is our problem.*