

# Wow Customers & Empower Employees

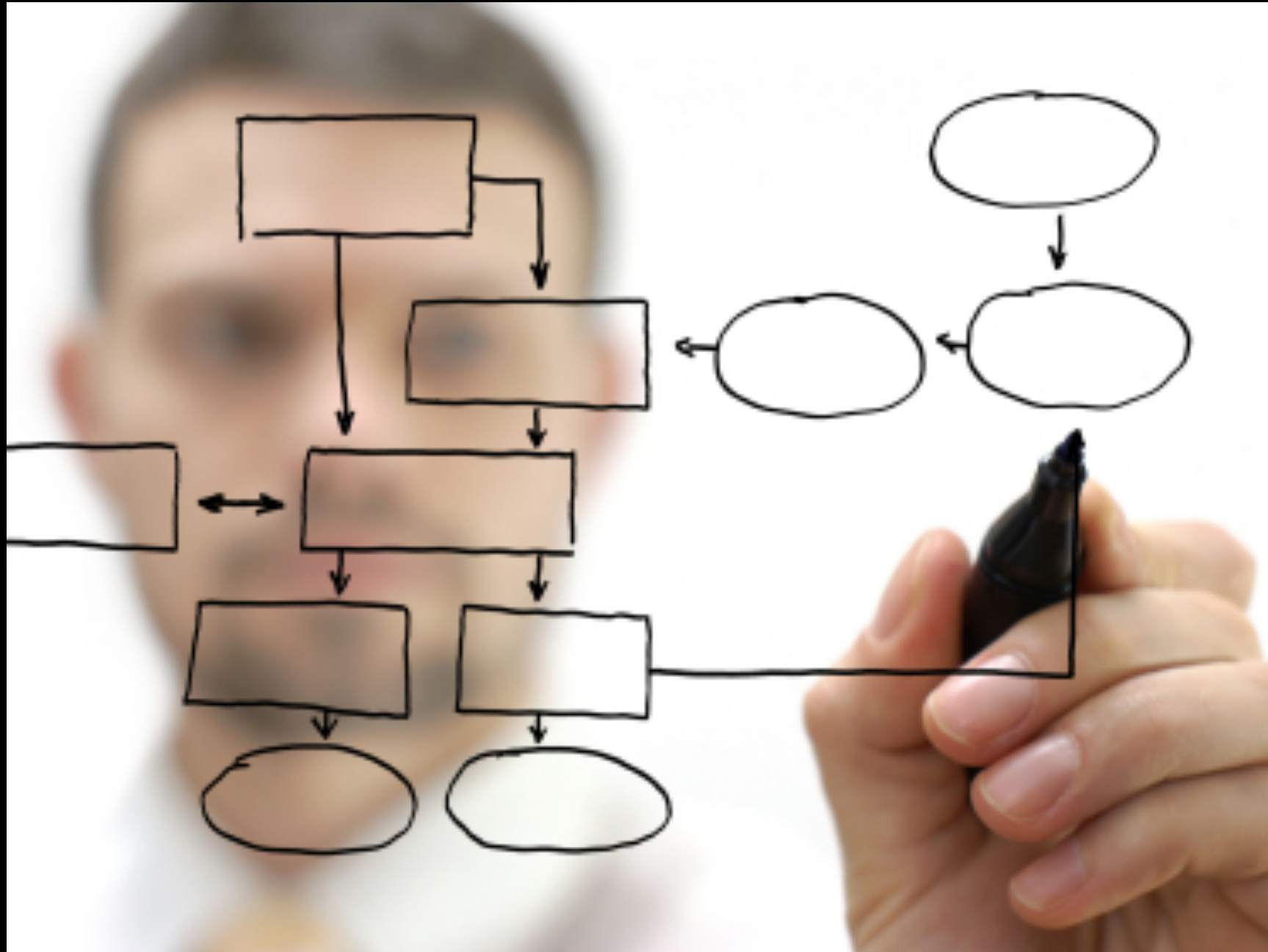
Customer Service Secrets from the Best

Myra Golden  
Customer Experience Designer

# Agenda

- Behind the scenes details of Disney service strategy
- Apply Your Service Strategy
- WOW Your Customers
- Seeing through the Eyes of Your Customers
- Bonus: *Disney ideas implemented at Zappos & Apple*





# Apply Your Service Strategy

Everything we do is aimed at attracting more visitors...to give more people more and more reasons to come back again and again. That's what's kept us successful through the years.

--Judson Green  
Walt Disney Attractions

# Disney's Model

*Leadership tools to build a service culture*

- Make the promise
- Engage the minds
- Win the hearts (of employees)
- Create the magic
- Create value

# Culture Building Techniques

Set yourself apart from  
competitors and make service  
non-negotiable



# Building the Culture

- Create real and realistic core values
- Reinforce and reward the core values

# Pay fantastic attention to detail

Disney has mastered this. So has Zappos.com.



What customers see...

#### KIDS' SHOES

##### NEW SHOE ARRIVALS



Accessories



Clothing



Sunglasses



Watches

#### KIDS' CLOTHING

##### NEW CLOTHING ARRIVALS

WOW!

Free Shipping

Free Returns

Free 365 Day Return Policy

24/7 Customer Service

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#### SPECIALTY SHOES

Wide Shoes

Narrow Shoes

Diabetic Approved Shoes

Eco-Friendly Shoes

#### SPECIALTY CLOTHING

Women's Plus Size

Maternity Clothing

Petite Clothing

Men's Big & Tall

#### SPECIALTY SITES

Couture

Rideshop

Running

Outdoor

#### SHOPPING RECOMMENDATIONS FOR YOU

VIEW ALL



**Vera Bradley**  
Tote  
\$46.00

SALE



**Reebok**  
ZigEnergy  
\$76.15  
\$99.99

SALE



**Reebok**  
ZigPulse II  
\$76.15  
\$99.95

SALE



**Reebok**  
ZigFlow  
\$76.15  
\$99.99

SALE



**Reebok**  
ZiqFuel  
\$76.10



**Vera Bradley**  
Get Carried  
Away Tote

#### CASUAL SHOES

Women's Casual Shoes

Men's Casual Shoes

Kids' Casual Shoes

#### DRESS SHOES

Women's Dress Shoes

Men's Dress Shoes

Kids' Dress Shoes

#### ATHLETIC SHOES

Women's Athletic Shoes

Men's Athletic Shoes

Kids' Athletic Shoes

#### WORK & CAREER SHOES

Women's Career Shoes

Men's Career Shoes

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Shoes, Clothing, Bags, etc. [SEARCH](#)

**365** Day Return Policy  
In other words, 1 full year!

**FREE** Shipping Both Ways  
It's always on the house!

**MY CART**

SEARCH BY: [Size](#), [Narrow Shoes](#), [Wide Shoes](#), [Popular Searches](#)

- SHOES CLOTHING BAGS & HANDBAGS AT HOME BEAUTY ACCESSORIES SHOP BY... WOMEN'S MEN'S KIDS' ALL DEPARTMENTS
- ALPHABETICAL BRAND INDEX # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

« Back | Home > Shoes > Sneakers & Athletic Shoes > ASICS > GEL-Cumulus® 14

SHARE:

## ASICS GEL-Cumulus® 14

SKU 7976613

★★★★★ 28 Reviews



### Item Images

- Item Information
- Similar Items
- About the Brand



Share this video: [<code>](#)

**\$110.00**

— SHIPS FREE! —  
Shipping Options

Color: [Black/White/Hot Berry](#)

Size: [Size Chart](#)  
[Select Women's Size](#)

Width: [B - Medium](#)

[ADD TO CART](#)

[ADD TO MY FAVORITES](#)

[Don't see your size?](#)



### Recommended With This Item



**Zensah**  
Compression Leg Sleeves  
**\$39.99**



**Superfeet**  
Premium Blue  
**\$39.95**



**Superfeet**  
Premium Orange  
**\$44.95**



**CEP**  
Running O2 Compression Socks  
**\$60.00**



Fit Survey: **54%** Felt true to size | **73%** Felt true to width | **56%** Moderate arch support

### Customer Reviews

ASICS GEL-Cumulus® 14

Sort by: **Most Helpful** | Newest

[WRITE A REVIEW](#)

**3** people found this review helpful

Overall: ★★★★★ Comfort: ★★★★★ Style: ★★★★★

This is the most comfortable shoe for anyone who needs support at the metatarsal arch.

Fit Survey

Runs Small Runs Large

### Customers Who Bought This Item Also Bought



**ASICS**  
GT-2170  
**\$110.00**



**ASICS**  
GEL-Nimbus 14  
**\$140.00**



# Pay attention to details

- What details get in the way of our being easy to do business with?
- What details could be improved to keep our customers coming back?



All details matter. All.



Does it get in the way?





Disney Uses Service Maps



# Service Mapping

1. Hang butcher paper
2. Identify the service process
3. Ask, “What is the first step?”
4. Discuss each step
5. Develop action plans

# Questions for Step 4

- *Why do we do this?*
- *Does this help the customer?*
- *Does this cause confusion?*
- *Is this step really necessary?*
- *How can we make this easier/faster?*



Winning the Hearts

# Disney Motivation

- Careful employee selection
- Realistic previews of the job and organization
- Empowerment
- Scorekeeping and feedback
- Integration of employees into a winning team
- Concentration of service quality





Create an emotional  
experience



I grew up with the feeling that Disney meant a fantastic emotional experience. The main thing was an emotional feeling you take away from it, an enchantment, a magic, a warm feeling that you want to go back to.

--Jerry Rees  
Director, Back to Neverland Animation Tour

We are at our best  
when we deliver  
enriching experiences.

--Apple credo

{PEC}

Personal Emotional Connections



Make Customers Feel  
Good & Important

What time is the 3  
o'clock parade?

# Create the Optimistic Customer

- Positive, affirming language
- Don't correct customers
- Find a way to agree with customers





# Empathy

Make customers feel important  
and establish rapport through  
empathy





# Empathy Phrases

- I realize this must be frustrating.
- I cannot imagine how upsetting it is to --.
- I know how confusing it must be when...



Hear through Many Ears



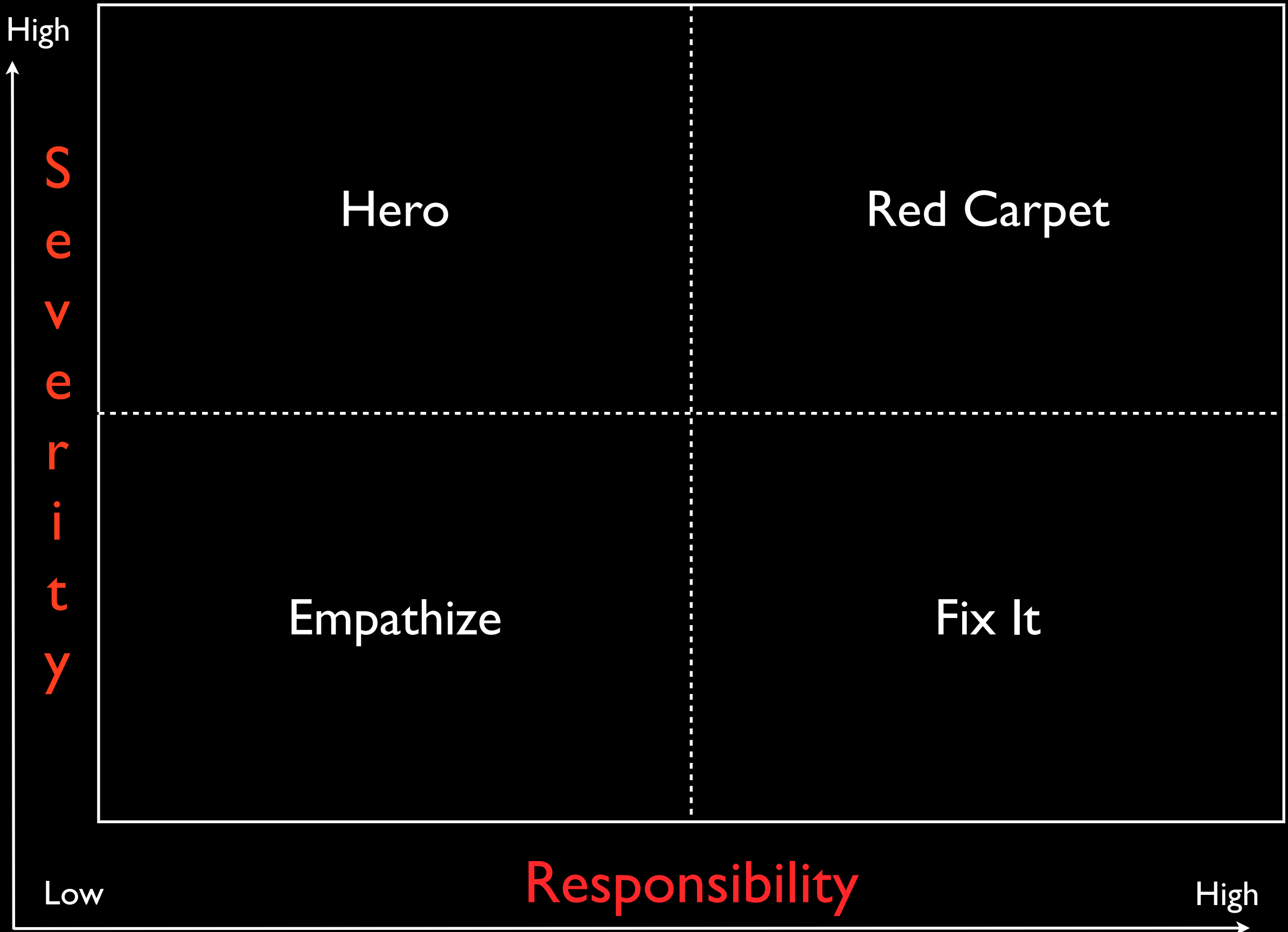
# Difficult Customers

# Disney Recovery

- Develop a corporate philosophy
- Implement a training strategy
- Empower front-line employees
- Fix the problem
- Advise management for review and possible action

# Corporate Philosophy

- Replacement
- Replacement “plus”
- Refund
- Other
- No compensation



# Training Strategy

- Initial and “update” training
- Make it fun
- Use active listening techniques
- Don’t be afraid to apologize
- Know when to involve management
- Ask the customer what you can do



## Emergency First Aid for Emotional Customers

+ Reassure the customer that you are here to help.

+ Look for the underlying cause of the person's reaction. Is it frustration, fear, confusion, etc.?

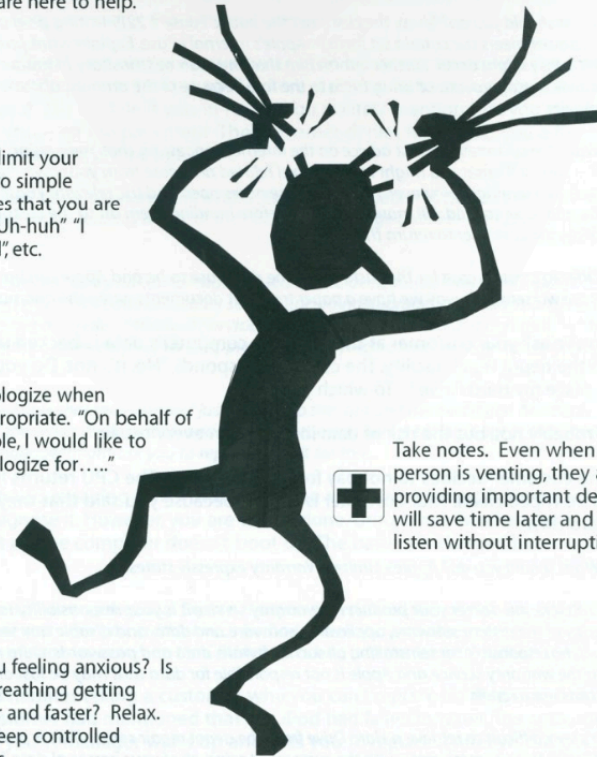
+ Listen and limit your responses to simple reassurances that you are doing so. "Uh-huh" "I understand," etc.

+ Apologize when appropriate. "On behalf of Apple, I would like to apologize for....."

+ Take notes. Even when the person is venting, they are often providing important details. It will save time later and help you listen without interrupting.

+ Are you feeling anxious? Is your breathing getting shorter and faster? Relax. Take deep controlled breaths.

+ Acknowledge the customer's underlying reaction. "I can certainly understand how frustrating this can be." "I know this can seem very confusing."



A page from Apple's  
playbook





# Empower Employees

# Empowerment Experiment





Solve the Problem





# Stand-out Service

# Disney Service Guidelines

- Make eye contact and smile
- Greet and welcome each and every guest
- Seek out guest contact
- Provide immediate service recovery
- Display appropriate body language at all times
- Preserve the “Magical” guest experience
- Thank each and every guest

Start

Stop

Continue



Thank you.