

**CUSTOMER SERVICE USING
DISNEY'S IDEALS IN YOUR
DISPATCH CENTER**



Public Safety
Training Consultants

KEVIN WILLETT

Public Safety Training Consultants



**Great in-service training for:
Line level 9-1-1 professionals, Communications Trainers, Communications Supervisors. ALL Classes are approved for IAED CE Credits!**

www.pstc911.com
800-348-8911 x102

DISNEY GUEST RELATIONS



Kevin Willett
Kevin@pstc911.com

800-348-8911

**PSTC 2014 Policy Workshop
November 3-7, 2014
Redwood City, CA**

Limited to just 28 students
Amazing networking opportunities
Featured Monday lecture by Gordon Graham

Over 7,100
Friends &
Growing
Everyday!



Join us on Facebook
www.facebook.com/pstc911



SUPPORTING EVERYDAY HEROES

Offering support & appreciation for
All 9-1-1 Professionals.

www.911cares.com



www.911onDVD.com
In-Service training on DVD

Quote of the Week- bgavideo.wordpress.com

ALL OUR DREAMS COME TRUE
IF WE HAVE THE COURAGE TO PURSUE THEM.
-WALT E. DISNEY



Disney Training

- Traditions (orientation)
- Line of Business Training
- On the Job Training
- Training is everyday
- “Key repeatable” messages



**STRIVE FOR PERFECTION
SETTLE FOR EXCELLENCE**



Disney Training

- Customer Experience
- Brand Loyalty
- “Touch Point”




Disney Training

- “On Stage”
- “Off Stage”
- A Dream is a wish
your heart makes (Hannah)

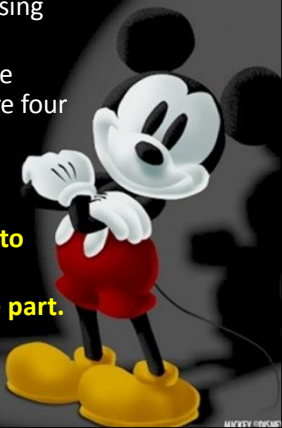


LIVE THE VALUES

- Let's see the progression of the Disney Values through the years



- These guidelines were used for many years. They were a little hard to remember. Plus, they were missing important "service behaviors".
- A few years ago Disney's Service Basics were created. There were four key behaviors:
 - **I project a positive image and energy.**
 - **I am courteous and respectful to all Guests, including Children.**
 - **I stay in character and play the part.**
 - **I go above and beyond.**



THE Disney EXPERIENCE


1955 Disney Core Values

- The core purpose of Walt Disney is to make people happy. In 1955, their service theme was, "We create happiness"
- No cynicism allowed
- Fanatical attention to consistency and detail
- Continuous progress via creativity, dreams, and imagination
- Fanatical control and preservation of Disney's "magic" image
- "To bring happiness to millions" and to celebrate, nurture, and promulgate "wholesome American values."



Disney's SEVEN SERVICE GUIDELINES

- **Safety** - I practice safe behaviors in everything I do. I take action to always put safety first.
- **Service** - I project a positive image and energy. I am courteous and respectful to Guests of all ages. I go above and beyond to exceed Guest expectations
- **Show** - I stay in character and perform my role in the show. I ensure my area is show-ready.
- **Efficiency** - I perform my role efficiently so Guests get the most out of their visit.




SET CLEAR
"MISSION DRIVEN" PRIORITIES

- The nexus between the core values and your priorities. Remember: Safety, service, show and efficiency
- What connection do you have built between your core values and your agency priorities?



BEYOND DEVELOPMENT

- Keep the employees engaged
- Reduce turn-over
- Improve "guest relations"
- Cultivate their actions
- Follow-through
- Put your people first
- Successfully train for challenges



DISNEY LEADERSHIP ESSENTIALS

- I lead with a positive attitude and demonstrate commitment to all Cast Members
- I know and manage my operation and teach it to all Cast Members
- I recognize and hold Cast Members accountable for delivering The Four Keys Basics of service

(Safety, Service, Show, Efficiency)




UNPRECEDENTED RESULTS

- **Disney Enhanced Training**
 - Cast development
 - Management courses for supervisors
- **9-1-1 Enhanced Training**
 - Lunch lectures
 - City/County courses
 - Online/web casts
 - Locally designed meetings/classes



TRAINING IDEAS

- Training is not a car wash
- “here’s what you do, now do it”
- **Training Must:**
 - Instill a spirit
 - Create a feeling
 - Make an emotional connection





THE 4 RULES OF THE DISNEY UNIVERSITY

- **Innovate**
 - Forward thinking
 - Aware of risk/reward
- **Support** – Leaders must provide:
 - Enthusiastic & sustained support
- **Educate** – Cast development
 - Must be understandable
 - Implemented at all levels
- **Entertain**
 - Engaging – Memorable – Fun



TRAINING IDEAS

- Disney sells “pixie dust”
- What do we sell/provide?
- **How do we train staff to:**
 - Instill a spirit
 - Create a feeling
 - Make an emotional connection



BUILD RELATIONSHIPS

- It’s essential to your success
- Every connection you make is an investment in your agency
- Get to know people
- Network!

