



DISNEY'S APPROACH TO BRAND LOYALTY

For nearly three quarters of a century, The Walt Disney Company has maintained a comfortable and lasting position in the marketplace. At Disney Destinations around the world, Cast Members (employees) explore the link between Guest (customer) satisfaction and brand reputation. This integration sets the Disney brand apart. Brand loyalty is a reciprocal relationship that begins with the business. A business must be loyal to its customers in order to receive loyalty in return.

At Disney, long-lasting relationships evolve: Guests become friends and friends become family.

PROGRAM BENEFITS

For decades, Disney has been creating and sustaining lifelong relationships with its customers while producing strong business results. This course identifies how the powerful relationship between experiences and a brand generates superior bottom-line results through greater customer and employee loyalty. Throughout the course, you explore proven Disney techniques used to retain customers for life and identify reliable strategies to deliver more effectively on your organization's brand.

You will learn how to:

- Discover Disney time-tested practices and principles that build and fortify brand loyalty.
- Identify the impact brand loyalty has on financial performance and reputation.
- Build lasting relationships with your customers to solidify brand loyalty.
- Expand your products and services to foster repeat business.
- Apply quality standards to support your brand promise and maintain consistent service delivery.
- Sustain a competitive advantage for your organization.

WHO SHOULD ATTEND

Anyone interested in creating lasting customer relationships and a competitive advantage by applying proven Disney brand loyalty principles and practices.



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PROGRAM CONTENT

Brand Loyalty Model

A loyalty relationship begins with an organization-wide commitment. Everyone must exemplify internal service quality, a key component to the "loyalty profit chain," used to demonstrate the strategy for long-term financial results. By building a bridge of trust, relationships are built, thus repeat business grows and the advance towards a sustainable future begins. When an organization's brand aligns with individual identity; when experiences deliver superior value; when contacts build relationships – the link to creating loyalty is established.

Learning Objectives:

- Define brand loyalty.
- Identify "loyalty profit chain."
- Explore the impact brand loyalty has on financial performance and reputation.

Building Relationships

Many customers will discontinue their relationship with an organization because they gained a perception that the business didn't care. The relationships and personal contacts that consumers encounter can either hurt or harm a business, even if the brand parallels individual identity and the experience illustrates quality. A natural extension of a mutually beneficial relationship between customers and an organization's employees are the positive reactions that result in increased loyalty.

Learning Objectives:

- Demonstrate how building relationships with your customers can create both loyalty to your brand and lead to repeat business.
- Show how you can empower your staff to spontaneously create relationship moments with your customers.

Building Repeat Business

At Disney, we believe that it is both an art and a science to keep guests coming back. It costs a lot less to retain a guest than it does to obtain a new one; therefore, it is essential to attain repeat business by delivering superior value and developing relationships that last. When you surpass the experience offered by your competition, and when you add to that by exceeding expectations at each and every point of contact, you hold the key that will keep bringing customers back.

Learning Objectives:

- Explain how expanding product and service offerings can build repeat business and increase brand loyalty.
- Provide tools to assist you in optimizing repeat business.
- Increased knowledge of how quality standards can be applied to employee roles to support your brand promise and the consistent delivery of quality service.
- Greater understanding for the positioning of your brand.

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PROGRAM CONTENT *(CONTINUED)*

Sustainable Competitive Advantage

When someone believes in a brand; when he or she feels a sense of ownership over it and can use it as a form of self-expression, that is when a brand has an advantage over its competitor. The lasting power of a brand can sustain an organization through any economical storm. More importantly, a brand that garners loyalty through the building of relationships and repeat business should also have the flexibility to change appropriately, generating customer loyalty with future generations.

Learning Objectives:

- Show you how you can maximize brand loyalty across audiences.
- Describe how you can organize your company to a sustainable future.
- Examine the relationship between brand loyalty, individual identity and marketing.