



DISNEY'S APPROACH TO QUALITY SERVICE

For Healthcare Professionals

This program is ideal for leaders looking to improve the quality of service in their healthcare organizations. Combining classroom sessions, application exercises, and rare visits to “onstage” and behind-the-scenes operating areas, Disney’s Approach to Quality Service for Healthcare Professionals guides participants in discovering firsthand, how to match their service standards with a delivery system that promotes and assures quality.

This program is ideal for business professionals who understand the importance of customer/patient satisfaction. By learning who your customers are, you are in a better position to serve them. Discover how to set your organization apart from the competition by utilizing employees as a valuable resource while motivating them to actively deliver consistent quality service.

Learn how to construct an action plan that will immediately and effectively begin to improve your healthcare organization’s level of service. This program will help you discover ways to consistently exceed the expectations of your patients and their families to become the healthcare provider of choice in your community:

In this 3½-day course, you’ll develop an action plan for:

- Identifying how to anticipate the needs, wants, stereotypes, and emotions of your customers/ patients in order to exceed their service expectations
- Bringing “personality” to your organization by establishing a service theme and aligning your organizational resources to support it
- Improving the policies, tasks, and procedures within your organization to promote the delivery of quality service to your customers/patients
- Creating an environment that reflects your organization’s commitment to quality and encourages its delivery

MULTI-DAY COURSE

Learning Objectives

DAY 1

- Explore the Quality Service Cycle, a model that sets in motion key elements affecting your organization’s ability to deliver quality service.
- Learn how Disney seeks to understand its Guests with a unique compass formula that you can easily adapt to your customers or clients.



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MULTI-DAY COURSE (CONTINUED)

DAY 2

- Understand the importance of an organization's service theme and learn how the *Walt Disney World*® Resort's service theme clearly defines the organization's purpose.
- Discover examples of *Walt Disney World*® service standards and learn guidelines for establishing standards that fit your organization.
- Identify the three classifications of delivery systems that function as a vehicle for service.
- Learn how the *Walt Disney World*® Quality Service Matrix aligns delivery systems with service standards and explore its usefulness as a quality service delivery tool.
- Discover how the quality service standards of the *Walt Disney World*® Resort are exemplified in the Cast Members working there.
- Observe the quality service standards in action and learn the practices used by Cast Members at the *Walt Disney World*® Resort to increase the quality of Guest service experiences. Listen as a front-line manager explains how the quality service standards are applied and discover how those standards influence Cast attitudes and heighten their commitment to deliver quality service.
- Begin to formalize your strategic plan for adapting various Disney service processes to your industry and organization.

DAY 3

- Examine how the physical environment can be used to communicate the quality standards of an organization and motivate employees to maintain them.
- Identify specific examples of how setting is used in a theme park or resort to communicate the quality service standards of the *Walt Disney World*® Resort.
- Examine how to align your organization's processes to support the continuous delivery of quality service to your customer/patients. Listen as a front-line representative explains the various processes used to ensure the delivery of quality service.
- Continue formalizing your strategic plan for adapting various Disney service processes to your industry and organization.

DAY 4

- Explore how the elements of the Quality Service Cycle come together to create a seamless Guest experience.
- Using the field experience as an example, apply your learnings to your own industry and organization.
- Finalize your Quality Service Plan and develop a Quality Service Matrix to support your service initiatives.