

1. Record Nr.	UNINA9910131254303321
Autore	Loeffler Bruce
Titolo	The experience : the 5 principles of Disney service and relationship excellence // Bruce Loeffler and Brian T. Church
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2015 ©2015
ISBN	1-119-02877-9 1-119-15379-4 1-119-02867-1
Edizione	[1st edition]
Descrizione fisica	1 online resource
Disciplina	384.80979494
Soggetti	Customer services Customer relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Part I PRESHOW 1 (Setting the Stage)--Chapter One The Experience Path: Why We Wrote the Book and How to Use It--Chapter Two The I. C. A.R.E. Principles--Chapter Three Five Levels of the Experience: What Level Are You?--Part II ONSTAGE (The Customer Interface)--Chapter Four Principle 1: Impression--Impression 1.1: Engage-- Impression 1.2: Intentional--Impression 1.3: Senses--Impression 1.4: Emotion--Impression 1.5: Presentation--Impression 1.6: Professionalism--Impression 1.7: Pristine-- Impression 1.8: Pride--Impression 1.9: Likeability--Impression 1.10: Consistency--Chapter Five Principle 2: Connection--Connection 2.1: Communication--Connection 2.2: Deliberate--Connection 2.3: Personalize--Connection 2.4: Affirmation--Connection 2.5: Knowledge--Connection 2.6: Interaction--Connection 2.7: Respect--Connection 2.8: Trust--Connection 2.9: Relationship--Connection 2.10: Finishing--Chapter Six Principle 3: Attitude--Attitude 3.1: Idealism--Attitude 3.2: Choice--Attitude 3.3: Desire--Attitude 3.4: Yes--Attitude 3.5: Happiness--Attitude 3.6: Optimism--Attitude 3.7: Expectations--Attitude 3.8: Persistence--Attitude 3.9: Ownership--Attitude 3.10: Illumination--Chapter Seven Principle 4: Response--Response 4.1:

Detail--Response 4.2: Engagement--Response 4.3: Urgency--
Response 4.4: Insight--Response 4.5: Empathy--Response 4.6:
Process--Response 4.7: Adaptation--Response 4.8: Validation--
Response 4.9: Anticipation--Response 4.10: Recovery
Part III BACKSTAGE--(The Internal Interface)-- Chapter Eight Principle
5: Exceptionals--Exceptionals 5.1: Culture--Exceptionals 5.2:
Excellence--Exceptionals 5.3: Ethos--Exceptionals 5.4:
Accountability--Exceptionals 5.5: Teaming--Exceptionals 5.6:
Investment--Exceptionals 5.7: Training--Exceptionals 5.8:
Development--Exceptionals 5.9: Extraordinary--Exceptionals 5.10:
Enjoyment--Chapter Nine Finale: The One Level Challenge: What about
You or Your Company says, "I. C.A.R.E.?"

Sommario/riassunto

Bring Disney-level customer experience to your organization with insider guidance The Experience is a unique guide to mastering the art of customer service and service relationships, based on the principles employed at the renowned leader in customer experience — the Walt Disney Company. Co-Author Bruce Loeffler spent ten years at Disney World overseeing service excellence, and has partnered with Brian T. Church in this book, to show you how to bring that same level of care and value to your own organization. Based on the I. C.A.R.E. model, the five principles — Impression, Connection, Attitude, Response, and Exceptionals — give you a solid framework upon which to raise the level of your customer experience. You will learn how to identify your customer service issues and what level of Experience you are currently offering. You can then determine exactly what the "customer experience" should be for your company, and the changes required to make it happen. The Walt Disney Company is the most recognized name in the world for customer service. The "Disney Experience" draws customers from all around the world,. This book describes what it takes to achieve that level of Experience, and how any organization can do it with the right strategy and attention to detail. When the Experience is enhanced, the opportunity arises to convert customers to ambassadors who will share their Experience with others. Find "the experience" and what it means to the Organization Learn the five levels of experience, and why most companies fail at it Identify service problems that face every company in the marketplace Utilize the Experience Quotient and apply the I. C.A.R.E. principles Learn how to convert customers to ambassadors who share their story with others Customers are the lifeblood of business. A great product offering isn't enough in today's marketplace, where everyone's looking for an "experience." Imagine the kind of value a Disney-level customer experience could bring to your organization. The Experience is a guide to getting there, from an insider's perspective.
