



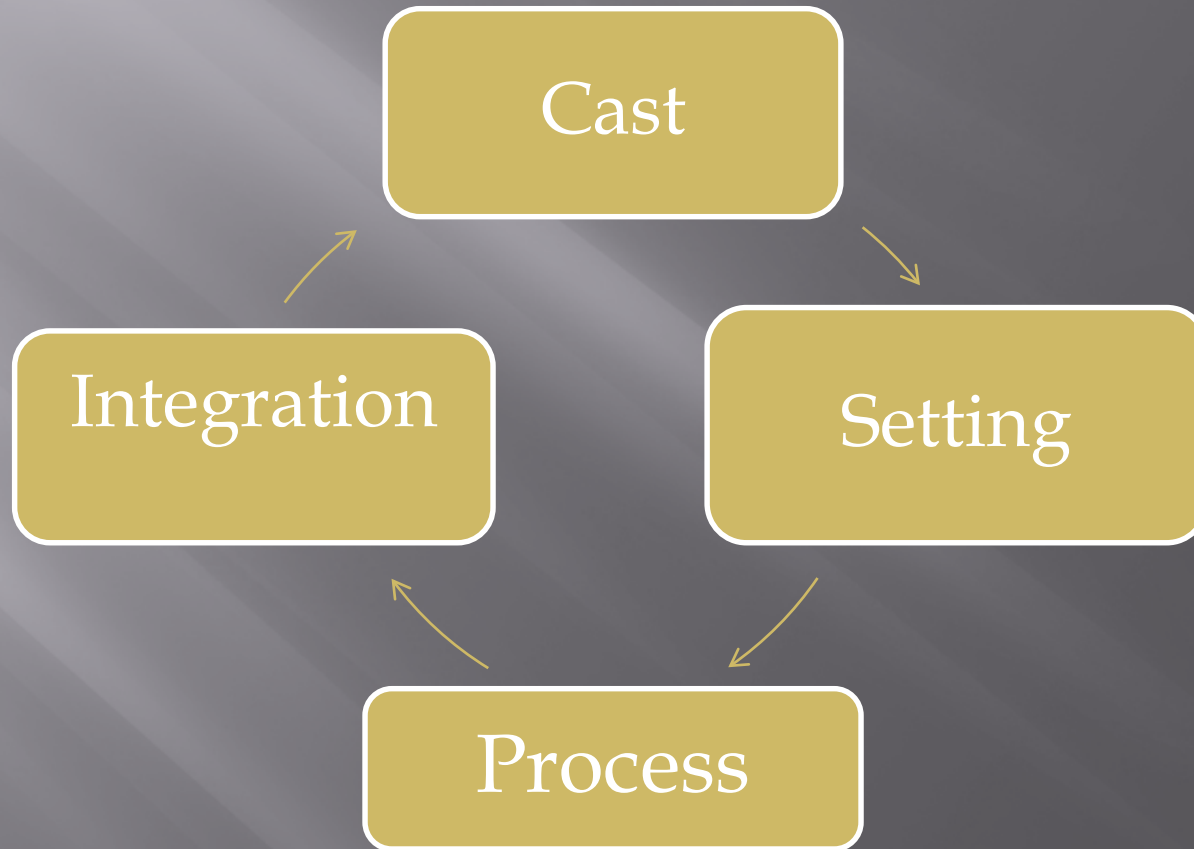
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Disney Institute

Provides the opportunity to learn by seeing success in action.

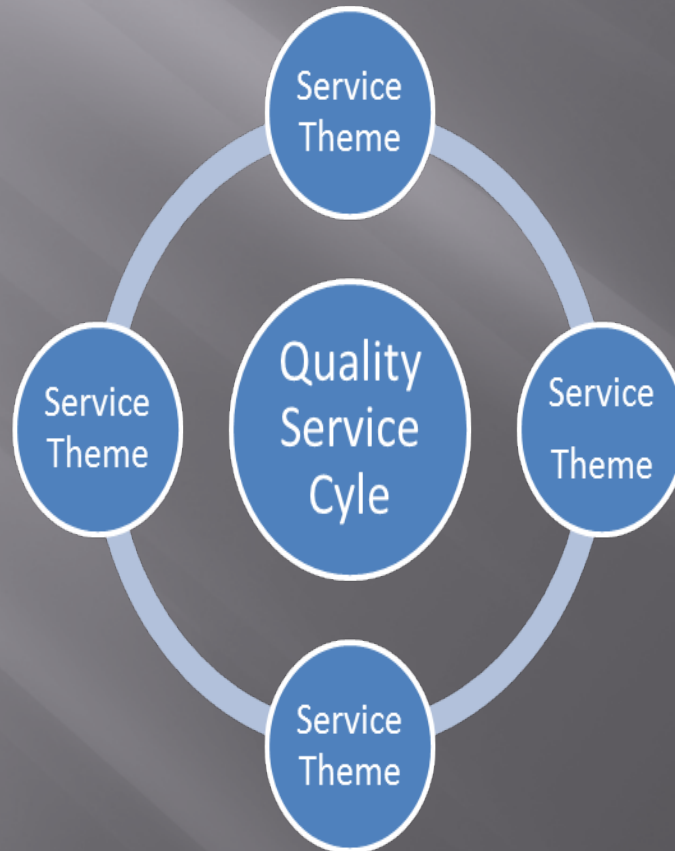


Quality Service Cycle



Organization Service Theme

A simple statement which when shared among all employees, becomes the driving force of service.



Disney Service Theme

To create happiness for people of all ages everywhere.



Your Service Theme

Should speak to:

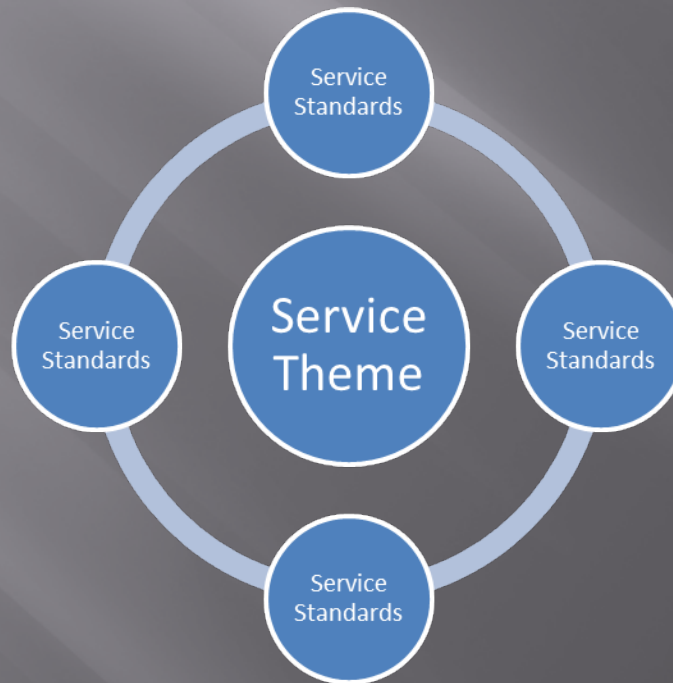
- Your purpose
- Public image
- Expectations

Example:

A place where students, faculty, and other members of the university community can pursue information and the discovery and creation of knowledge.

Organization Service Standards

Service Standards set the criteria for actions that are necessary to accomplish the service theme and serve as the measures of quality service.



Disney Service Standards

Safety, Courtesy, Show &
Efficiency



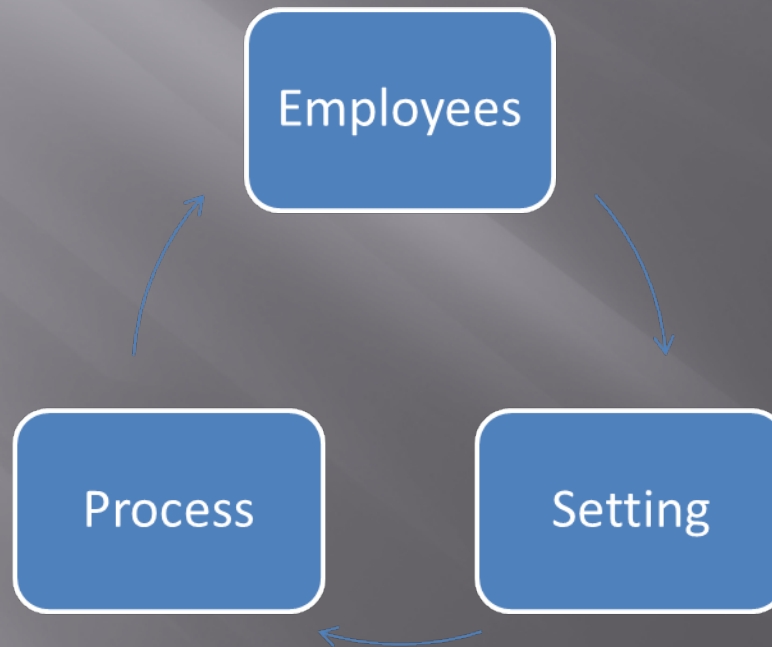
Your Service Standards/Value

How will you fulfill the promise/purpose of the Service Theme.

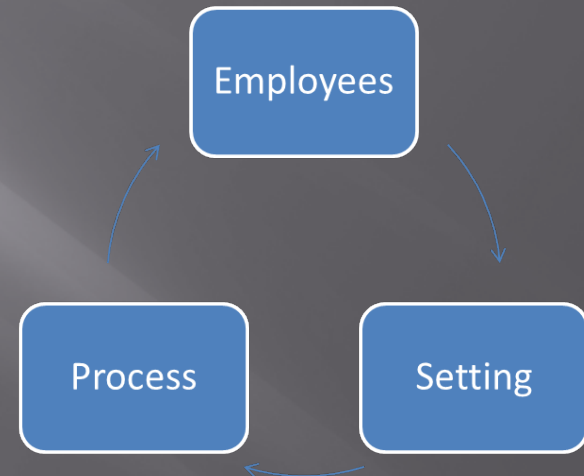
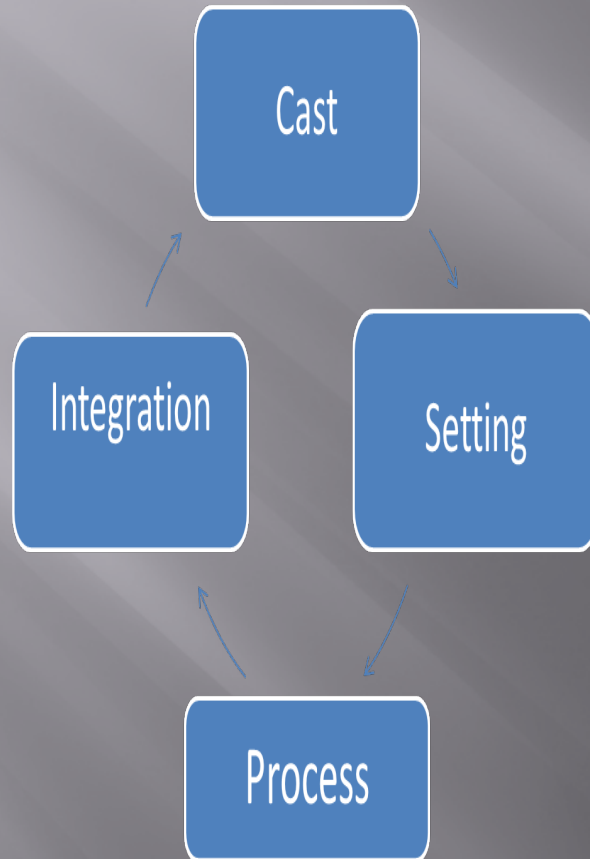
Example:

Commitment, Availability, Technology,
Leadership

Delivery System



“Magic” of the Service Cycle/Delivery System





Magic of Service

- ▣ Become an expert “Guestologist” or “Patronologist”
- ▣ Articulate your unique service theme
- ▣ Define and Own your service standards
- ▣ Manage Customer Information- Any and all data is your friend !

Magic of Cast/Employee

- ▣ Make a great and memorable first impression
- ▣ Speak Quality Service Language
- ▣ Wear Quality Service wardrobe
- ▣ Build a Quality Service culture
 - Keep it simple
 - Make it global
 - Provide training
 - Solicit Feedback
 - Recognize & Reward

Magic of Setting

- ▣ Define your setting
- ▣ Guide the customer experience with your setting
- ▣ Communicate setting with all five senses when possible.
- ▣ Separate Onstage from Backstage
- ▣ Maintain your setting

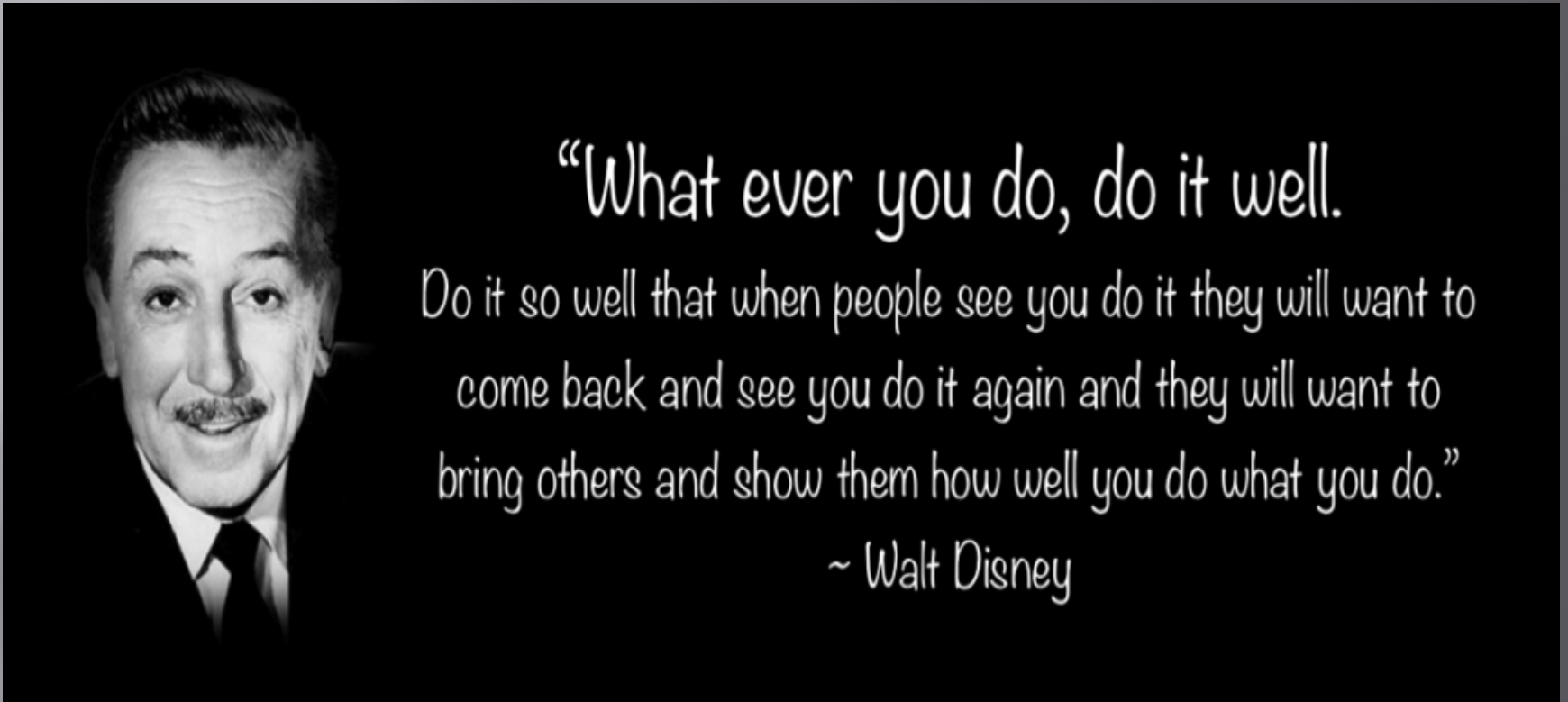
Magic of Process

- ▣ Analyze & Debug Process as needed
 - Policies
 - Tasks
 - Procedures
- ▣ Treat all Patrons /Guests like VIP

Magic of Integration

Aligning and distributing service standards over the three delivery systems of cast, setting, and process.

- ▣ Meet/Exceed guest expectations with headliners.



“What ever you do, do it well.

Do it so well that when people see you do it they will want to
come back and see you do it again and they will want to
bring others and show them how well you do what you do.”

~ Walt Disney

Questions & Answers

