



Registration & Breakfast

Service Drives Differentiation – Participants will understand and be able to explain Disney's approach to quality service and the principles of the customer experience curve through learning the concepts of service that drive differentiation and why this is economically important.

Morning Break

Designing Exceptional Service – Participants will be able to explain the principles of service design and define common purpose and quality standards through the lens of Disney examples.

Lunch

Delivering Exceptional Service – Participants will be able to distinguish between the three delivery systems—process, place, and people, and be able to identify common constraining processes through the use of touch points and the service tools employees need to define quality service.

Afternoon Break

Recovering Service – Participants will be introduced to the importance of service recovery and the concepts used at Walt Disney Parks and Resorts to repair a customer relationship.