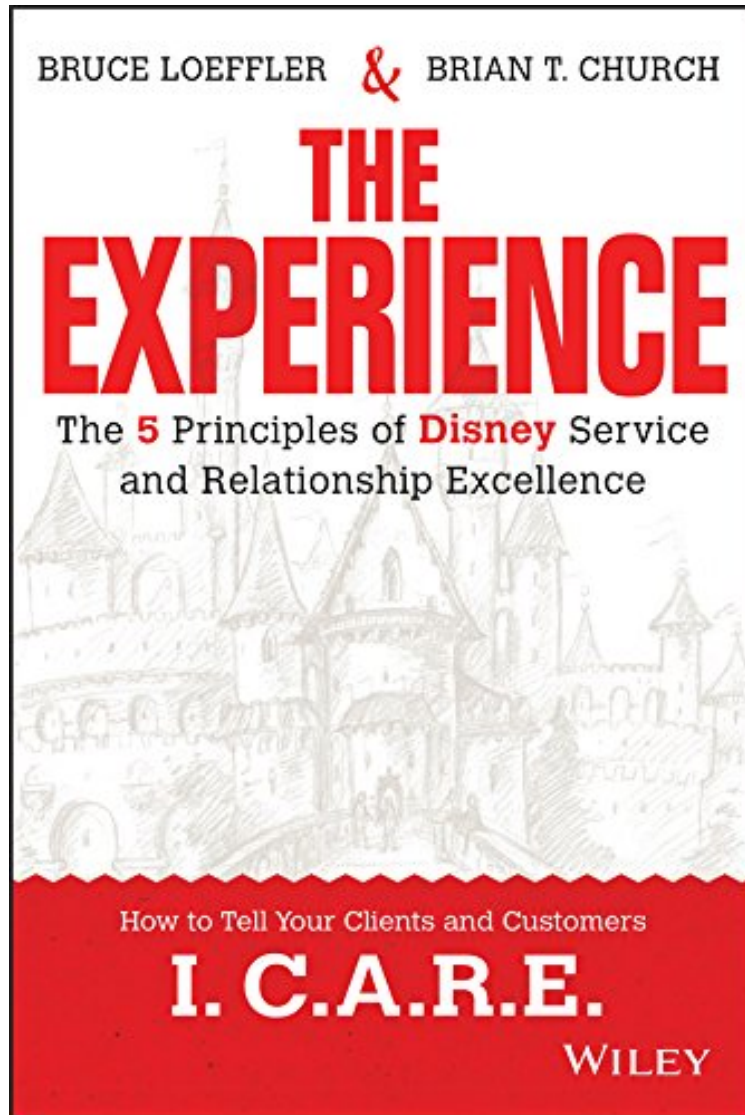


The Experience: The 5 Principles of Disney Service and Relationship Excellence

Bruce Loeffler, Brian Church
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Bruce Loeffler, Brian Church : The Experience: The 5 Principles of Disney Service and Relationship Excellence before purchasing it in order to gage whether or not it would be worth my time, and all praised The Experience: The 5 Principles of Disney Service and Relationship Excellence:

2 of 2 people found the following review helpful. Delivering great customer service is one of the most important tasks ...By Dr. K. NarramoreZip-a-Dee-Doo-Dah! Delivering great customer service is one of the most important tasks of managers and employees today. This book's straightforward, practitioner-oriented approach provides a great deal of

clarity compared to the other titles I've read on the subject. It takes the mystery out of turning customer service into bottom line profits. 0 of 0 people found the following review helpful. I first noted that the book reads like Bruce speaks. By TriviaStar Having worked with Bruce Loeffler over the years, I first noted that the book reads like Bruce speaks: understandably, to the point, and from the heart. I'm aware of how the authors feel about customer loyalty and you can see that important aspect of successful businesses virtually on every page. Easily understood, "The Experience" is enhanced by the use of "Quotient Questions" and "Actionables" throughout, challenging readers to be active readers, who can and will be able to give a value added to their company/business. Should be an automatic addition to any business library. 0 of 0 people found the following review helpful. Great book! By Blessed in TNA "must have" for any business concerned with the customer experience.

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.

From the Inside Flap The Walt Disney Company is known the world over for its quality of service. No other company is able to consistently create the magic, joy, and excitement that are characteristic of the Disney brand — though many have tried. What's Disney's secret? Drawing on years of experience training Disney employees and overseeing service excellence for other renowned organizations, the authors of The Experience reveal the five-part model that has kept Disney at the top for over 60 years. This model is applicable to all organizations involved in providing service or service-oriented products. The authors show readers how to transcend basic service and create experiences that customers will remember. The foundation of The Experience is the I.C.A.R.E Customer Experience model. Authors Bruce Loeffler and Brian T. Church explain why Impressions, Connections, Attitudes, Responses, and Exceptionals are the non-negotiable principles of service excellence and business success. Unlike many framework-oriented books, The Experience remains eminently practical with Actionables at the end of each chapter. Readers can follow these concrete steps to ascend through the levels of the Experience Hierarchy. Based on their survey of over 500 businesses, the authors of The Experience found that 60% of companies are average at best, and many of those are actually delivering a "toxic experience." Only 3% have achieved exceptional experiences — and this same 3% are likely to thrive into the future. In today's hyperconnected marketplace, these negative customer experiences are sure to be shared, and they can be disastrous for a business's reputation. On the other hand, only outstandingly positive experiences make it onto the social radar. That's why it's important now more than ever for organizations to know how their customer and employee experiences rank. Readers of The Experience receive access to the unique, interactive Experience Quotient tool, which assesses the five I.C.A.R.E. principles and provides next steps toward creating devoted customers and brand ambassadors. In-text Quotient Questions also help in the process of reflecting on existing experience strengths and discovering places where there is room for improvement. With The Experience any service-oriented company can achieve Disney-like levels of brand loyalty by executing the experience on an exceptional level. From the Back Cover Praise for THE EXPERIENCE "The Experience book accurately depicts the ingredients needed to create an exceptional customer experience. I found the road map in the book to be clear, insightful and relevant to the retail world as well as any organization that desires to create a strong relationship with clients and consumers." — Joe Scarlett, Retired Chairman and CEO, Tractor Supply Company "If you don't make the customer the priority of your product and delivery, you will fail at whatever efforts you make. The Experience is a remarkable expression of the details of growing a business or institution by making the connection with the customer your focal point." — Jimmy Draper, President Emeritus, LifeWay "I've worked with hundreds of organizations on

customer service improvement initiatives. I can tell you that if you follow the blueprint offered here by Bruce and Brian, your organization will create an Experience that drives intense customer loyalty." —Dennis Snow, Former Manager at the Disney Institute, President, Snow Associates Inside, you'll find: The I. C.A.R.E Principles and the "Disney-inspired" Non-Negotiables for each principle that every excellent brand must deliver Access to the interactive Experience Quotient tool to identify your 12 greatest opportunities for improvement Quotient Questions that promote in-depth reflection on each of the Non-Negotiables Actionables providing "try this" tips for ascending to the next level on the experience hierarchy Step-by-step instructions for completing the One Level challenge to quickly develop a better customer experience When your customers walk through your doors or access your service-oriented products, they should leave the outside world and become immersed in the world of your brand. Few businesses have reached this Disney-like level of success, but now, with The Experience, anyone with the right level of commitment can achieve excellence.

About the Author
BRUCE LOEFFLER is the Co-Founder and President of Experience International. In his 10 years at Disney, Bruce held several key positions including the first Disney Service Excellence Coordinator. Bruce has developed numerous training programs for Disney and other Fortune 500 Companies specializing in customer service, motivation, communication, leadership and the Customer Experience. Bruce@TheExpInt.com

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