



## MOBILE TEAM CHALLENGE

Creating a Culture of Service and  
Customer Experience Excellence

“Doing it like ... *Disney!*”



What if Disney ran YOUR Organisation?

**Mobile Team Challenge Ltd**

Unleash the Potential of Your People

[www.mtceurope.co.uk](http://www.mtceurope.co.uk)



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## Creating a Culture of Service and Customer Experience Excellence

### What IF... Disney ran your Organisation?

Disney has won the “Best in Class” Award for their Customer Service Principles for the last consecutive 40 years

... now these principles are delivering excellence in Organisations across the UK



### The Institute of Customer Service Says...

In a Survey of Senior Executives – over 6,000 Executives believed that understanding the Customer viewpoint was ‘very likely’ to lead to Customer Service ROI, viewing it as a key driver of increased efficiency and perceived “Value for Money”.

*“Local Organisations must design an experience that creates customer advocacy and establishes a total culture of service quality, from the top down, in order to deliver for customers. Focusing on, and measuring, the softer elements of Customer Service is key to achieving Customer Service ROI”*

## Workshop Agenda: “Doing it like Disney!!”

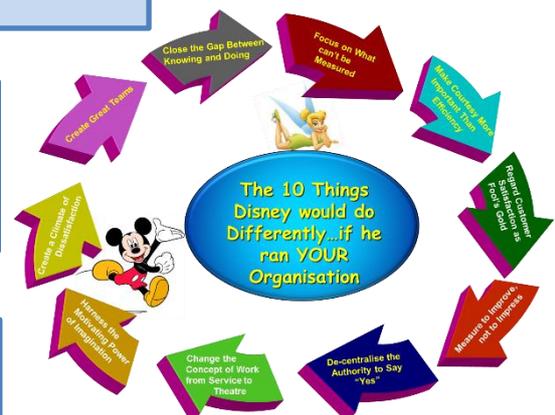
### The 10 Things you would do differently if Disney ran your Organisation

*“Thanks for all your work delivering the Customer Service training sessions. I have received fantastic feedback and am positive that we will be able to take this forward to achieve the cultural change and increased service standards to which we are aspiring.”*

(Darren Baker Head of Projects & Compliance University of Essex Campus Services)

*“Just ..... FANTASTIC!!”* (Helen Tautz - Director of Operations ITV for Ant & Dec’s “I’m a Celebrity - get me out of here!” and Saturday Night Take Away)

*“Absolutely amazing experience/training...”* (Service Improvement Lead, Chelsea and Westminster NHS)



## “Doing it like Disney!!”

### Sprinkling the “Magic Kingdom” Dust: Disney’s Service Principles

- **Going Beyond Service Excellence** to guarantee the **Customer Experience**
- **Experiential Activity: Paradigm Shifter**
- **The Disney Principles of Service Excellence:** What can we apply in our Organisation?
- **The 9 Principles of Service Excellence** – The Service Gospel according to Disney
- **The 6 Keys to the Magic Kingdom** – applying them to your Organisation



### The 10 things you would do Differently if Disney ran YOUR Organisation

1. **Focus on what can't be measured** – Measuring the Customer Experience
2. **Paradox: Customer First is more efficient** – Building Empathy & Compassion with our Customers. Creating Winning Behaviours and Attitudes in our Departments
3. **Regard Customer Satisfaction as Fools Gold** – The top 7 Drivers for Customer Satisfaction
4. **Measure to improve NOT to impress** -



### Seeing your Organisation through the eyes of a Customer

- **“Moments of Truth”** – Jan Carlsson SAS
- **Group Activity: Customer / Customer Touch-Points**
- **Experiential Activity: Seeing Your Organisation through the eyes of a Customer**
- Moments of Truth / The 15 Steps Strategy / Agile / Lean Thinking – Measuring Customer Satisfaction
  - **Setting our Service Standards for our Organisation:** On a scale of 1-10: how would our Customers score us?
  - **Self-Audit** how do WE stack up against our Values
- Keeping the Customer Satisfied
- **Experiential Activity: Self Audit – Measuring our Values**

**4. Measure to improve NOT to impress**

Outpatients Customer Service Reminders

- SAFE** Ensure privacy and confidentiality is maintained by speaking in a discrete tone, offering a quiet area if available, or ask other patients to remain out of earshot
- KIND** Listen to Patients, allow them to finish speaking and do not rush what they are saying. Do not have personal conversations or discuss work problems or colleagues in open areas
- RESPONSIVE** Immediately acknowledge Patients by making eye contact and smiling, even if you cannot speak to them until you finish to task you have been involved with
- EXCELLENT** Introduce yourself by name and welcome Patients in a friendly manner. For example: “How can I help you? Who are you here to see? Welcome to...” Let Patients know how long they may have to wait to be seen and apologise if they’re a delay

**Delivering Customer Experience Excellence**  
NHS Birmingham Children’s Hospital Team busily working on their 2020 Vision at Ronald McDonald’s House!

*Doing it like... Disney*

### Customer Engagement

- Creating a Culture where Transformation and Innovation Thrive
- Leadership, Followership and **Conflictors!**
- 5. **De-centralise the Authority to say “YES”** – modelling empowerment and creating Excellence
- 6. **Change the concept of Work from Service to Theatre** – The role of Emotional Intelligence within the Customer Service: Service with Empathy and Compassion

### The 4 Principles of Achieving Customer Excellence Experience – FiSH! DVD

- Choose your Attitude
- Play
- Make their Day
- Be There for them

**6. Change the Concept of Work from Service to Theatre**

1. **Be There:** When your patients need you, they need all of you. Setting aside distractions and judgments to be fully present is a sign of respect. It improves communication and strengthens relationships.
2. **Play:** You can be serious about your work without taking yourself so seriously. Play is a mindset more than a specific activity. It allows you to throw yourself with enthusiasm and creativity into whatever you are doing, in a way that is natural, not forced. “Playing” with ideas helps you find solutions to everyday challenges.
3. **Make Their Day:** Simple gestures of thoughtfulness, thanks and recognition make people feel appreciated and valued. When you make someone else feel good, you feel good too.
4. **Choose Your Attitude:** To actually choose how you respond to life, not just react, you must be intentional. When you get up, decide who you want to “be” today. Moment-to-moment awareness is key. Ask yourself throughout the day: “What is my attitude right now? Is it helping the people who depend on me? Is it helping me to be most effective?”

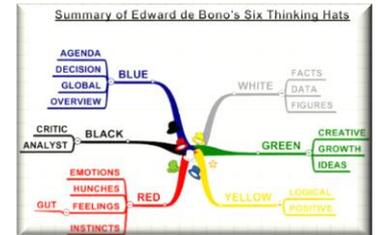
### Integrating Empathy and Compassion in our Customer Care

- Turning a Customer Service into a **Customer EXPERIENCE**
- **Understanding the Customer** that we are Serving
- **Dealing with difficult Customers**
- How to turn **Raging Customers into Raving Fans!**



### Developing Emotional Intelligence in our Customer Service

- **When Business Intelligence meets Emotional Intelligence**
- **Hard-Wiring Compassion and Empathy** into our DNA
- DeBono's Thinking Hats – **Challenging Personalities**
- **Creating a Culture of Compassion and Empathy** by developing our E.Q.

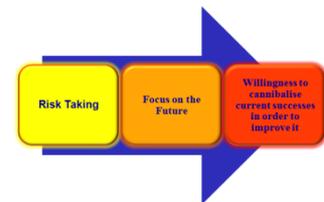


- **Experiential Activity: Impasse – The ABC of Managing Behaviour**



### 7. Harness the Motivating Power of Imagination

- **Creating a Culture of Innovation**, Service and Customer Experience Excellence
- How DO those guys do it? - Apple / Nike / 3M / Leading Councils
- **The 3 Ingredients for Innovation for Service Excellence**
- **Disney's Creative Strategy** – "Dreaming the Perfect outcome"
- **Experiential Activity: Designing our Perfect "10 out of 10" Organisation with Appreciative Inquiry**



### 8. Create a climate of dis-satisfaction

- Understanding and applying the principles **of Lean Thinking and Kaizen** into our Organisation



### 9. Create GREAT Teams!

- **The 5 Dysfunctions of a Team**
- How to create **Inspirational and Compassionate Teams**
- **Teamwork Lessons** from the Geese - DVD
- **Experiential Activity: Levitation Challenge**



### 10. Close the gap between KNOWING and DOING

- Creating a **Disney Integration Matrix** for our Values and

Standards

10. Close the Gap Between Knowing and Doing			
	PEOPLE	PLACES	PROCESS
Trust	How do the People deliver these 5 Values?	How do the Places deliver these 5 Values?	How do the Processes deliver these 5 Values?
Commitment			
Compassion			
Courage			
Respect			

Disney's Integration Matrix

**Format:** This module will include group work, videos and experiential learning activities to uncover awareness and insight into the importance of creativity, problem solving, collaborative and solutions focussed thinking and how to create an environment and culture where trust, innovation and service excellence thrive.

**Delegates will:**

- Be **inspired and motivated** to shift their personal paradigm for Service Excellence
- Consider your Organisation **through the eyes of a Customer (internal and external)** or Partner
- Learn the 3 vital ingredients to create a **culture of innovation for Service Excellence**
- **Explore Disney's Principles of Service Excellence** and Continuous Improvement
- Create the **"perfect service" utilising Appreciative Inquiry** Planning tools
- Consider the relevance of **breaking down silos** in order to **achieve customer experience excellence** through the efficiency of **Functional Teamwork**
- Learn and apply the **Disney Principles of Service Excellence** Experience
- **Complete a Self-Audit** of their own perceived Service competencies
- Explore **Professional Communication Tools** to enhance Service levels
- Develop a greater awareness of the role of **Emotional Intelligence within Customer Service**
- Understand how their **Emotional Intelligence Behaviours** stack up **under Pressure**
- Improve their understanding of how to apply **empathy** and **compassion**
- Consider the **Service Principles of FISH!**

**One of the significant "Secrets" deployed by Disney's Magic Kingdom is that he believes that there is a level ABOVE that of "Customer Service Excellence" – and that is "Customer Experience Excellence". Applying the "10 Things you would do differently" will create an experience for your customers / guests - and it is the EXPERIENCE which your guests will talk to others about.**



**The cost of this module is £875 + VAT for groups of up to 12 delegates. This cost includes all preparation, materials, team building equipment, workbooks and trainers expenses.**

## Our unique insight into Disney's Award-Winning Concepts

Our lead facilitator for this Workshop has a unique insight to Disney's amazing Customer Service concepts.

Barry Bailey is a Fellow of the Institute of Leadership and Management with a 24-year experience in Leadership and Management in 3M at Executive Level – a \$35bn organisation where he held the position of European Vice President of 3M, where he was solely responsible for a \$500m+ business.

Prior to his current role in Mobile Team Challenge and whilst working for 3M, he was responsible for Customer Service Excellence across 15 countries in a \$35bn business. During this time, a Customer Service Excellence Professional in the U.S. by the name of Tom Peters authored a book which was to become **"The Greatest Business Book of All Time"** where he identified 43 global companies who had attained excellence. Disney was cited as being "Best in Class" for Customer Service (they have now won this accolade for almost 40 consecutive years) and 3M won the "Best in Class" Award for Innovation.

As a consequence, Disney and 3M went on to partner in many commercial and "Best Practice Sharing" activities. The 3M Team shared with the Disney Management Team how they "did" innovation and **our Facilitator was invited to Florida to have an un-precedented week (for a non-Disney employee) "behind the scenes" in Disney to see how they excelled at Customer Service.**

As a consequence, 3M rolled out the Disney Customer Service principles across its European subsidiaries to great effect, and more recently, since leaving 3M and joining MTC, he has been educating hundreds of Organisations; including Retail, Hospitality, Leisure Centres, Museums, Local Authorities, 28 NHS Foundation Trusts (approximately 2,500 delegates have attended our "Service Excellence – Doing it like Disney!" Workshops since 2013. And it is for this reason that our workshop will use our highly acclaimed, and CPD Accredited, Workshop where we can leverage our successes and experience in the Public and Private Sector as the platform on which we will build bespoke modules for your Company to create engaged and motivated Staff by achieving behavioural and attitudinal change in all Customer-Facing Teams. This inspirational workshop includes experiential activities and group work and is ideal for all levels of Staff.

This is a unique opportunity to model your Company on the best Customer Service provider of ALL time delivered by someone who has been privileged to see behind the scenes in Disney as to how they achieve Service Excellence – year on year – and who will inspire and motivate your teams to help you apply all of the Secrets of the Magic Kingdom to your organisation.

**This is a CPD accredited workshop and all delegates will receive a professional CPD Certificate in Customer Service Excellence.**



**Sprinkling the Magic Kingdom Dust**

- > "In Search of Excellence" – written by Tom Peters
- > **3 Million Copies sold in first 4 years**

The "Greatest Business Book of All Time" (Bloomsbury UK), In Search of Excellence has long been a must-have for the boardroom, business school, and bedside table.

- > Identified 43 Companies who had attained "Excellence"
- > **WALT DISNEY** consistently wins the "Best in Class" Award for Customer Service and **3M** for Innovation

*"In this volatile business of ours, we can ill afford to rest on our laurels, even to pause in retrospect. Times and conditions change so rapidly that we must keep our aim constantly focused on the future."*

Walt Disney

