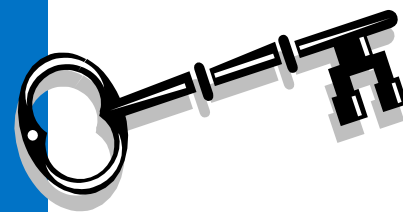


SEVEN KEYS TO THE SUCCESS OF THE MAGIC KINGDOM



Taking your staff and office to the next level of Customer Satisfaction

Based on the book: Inside the Magic Kingdom by Tom Connellan

Presented by

E. Steven Sonnenberg

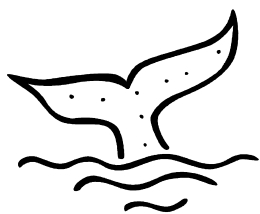
Sonn Associates

Box 4657

San Clemente, CA 92672

essonn@flash.net

949-443-1151



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SEVEN KEYS TO THE SUCCESS OF THE MAGIC KINGDOM

Just what is it that sets Disneyland and Disney World apart from the rest of the Theme Park crowd?

How can you replicate those processes at your school?

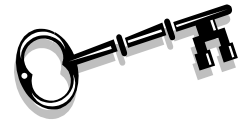
You are about to embark on a journey that will provide you with the opportunity to examine how you can practice the Seven Keys To Disney's Success on a day to day basis right there in your own office.

KEY ONE: THE COMPETITION

Who is the competition?

Disney	Your Financial Aid Office

Competition is:



KEY TWO:

PAY ATTENTION TO DETAIL

What does how you pay attention to details tell your customers about you, about your attitudes, about your willingness to be helpful?

Examples of attention to details at Disney World:

Examples of attention to details at your office:

If you knew that attention to detail would improve customer satisfaction and loyalty, how much more attention would you be willing to focus on:

Colors

Vegetation

Flow of traffic

Convenience of information

Decorations

Timeliness

Other things

KEY THREE:

EVERYONE NEEDS TO WALK THE TALK

“What you do thunders above your head so loudly, I cannot hear the words you speak.” Ralph Waldo Emerson

When a person is hired into an organization they typically go through a “new employee orientation” course. At Disney that event is known as the “Introduction to Tradition”

First Impression of Disneyland or Disney World:

A student’s first impression of your office:

What impacts commitment to “Walking the Talk”?

KEY FOUR:

EVERYTHING MUST WALK THE TALK

What impression do you want to give someone when they come into your office?

How are you doing that?



KEY FIVE:

CUSTOMERS ARE BEST HEARD THROUGH
MANY EARS

Regarding Customer Service, on a scale of 1 – 10, how well are you doing in your office?

Not so good 1 2 3 4 5 6 7 8 9 10 Great

How do you know that's the right number?

Why do you want to know how well you are doing? Duh!

How do you find out the degree to which you are being seen as customer focused?

What do you do with the feedback you collect?

KEY SIX:

REWARD, RECOGNIZE AND CELEBRATE

The desire to be appreciated is one of the deepest of human yearnings. When someone is recognized it acknowledges that person's role as a valuable team member.

Customer Service Fanatic Card

What is it?

How does it work?

What does it accomplish?

Disney Criteria for recognition:

Standards used for recognition:

Service:

- Make eye contact and smile
- Exceed customer expectations
- Give outstanding quality service
- Greet and welcome each and every person
- Maintain a personal standard of quality in your work

Team work:

- Go beyond the call of duty
- Demonstrate strong team initiative
- Communicate aggressively with customers and staff
- Preserve the "magical guest experience" - the "we are here to help" image

Lack of feedback can cause people to withdraw their commitment. Every time you see some one paying attention to detail, listening to a customer, doing anything that helps wow a customer – recognize that person for their contribution.

People treat customers the same way they are treated.



KEY SEVEN:

XVXRYONX MAKXS A DIFFXRNCX

(THE TYPOS ARE INTENTIONAL)

Somxtimxs I gxt to thinking that what I do doxsn't mattxr. But whxn I start thinking that way, I rxmxmbxr my old typxwritxr. Most of thx kxys workxd finx most of thx timx. But onx day, onx of thx kxys stoppxd working altogxther. And that rxally mxssxd vxrything thing up. So whxn I'm txmptxd to say, I'm only xne pxrson, it won't make much diffxrncx if I don't do this quitx right. I rxmxmbxr my old typxwritxr. And I say to mysxlf: "I am a kxy pxrson and nxxdxd vxry much."

SEVEN KEYS TO THE SUCCESS OF CUSTOMER SERVICE IN THE FINANCIAL AID OFFICE

1. The competition is anyone the student compares you with
2. Pay fantastic attention to detail
3. Everyone needs to walk the talk
4. Everything needs to walk the talk
5. Customers are best heard through many ears
6. Reward, Recognize, and Celebrate
7. Everyone makes a difference

In what ways will the application of some of the ideas discussed here today impact Customer Service at your school?

What can you do to make this happen?

What is one thing you are going to do differently, starting today?

E. Steven Sonnenberg is an independent consultant-trainer who specializes in helping people develop their relational, organizational, and inter-personal skills. He has been a featured speaker at WASFAA, CCCSFAAA, CASFAA and now at SASFAA. He works with many types of businesses, one of which is secondary education and the services you are providing. Steve recently delivered workshops addressing: Embracing Change, Developing Passion for Work and Life, and Customer Service in the Financial Aid Office. These are only a few of the workshops available through Sonn Associates. You can contact Steve at: esson@flash.net or 949-443-1151 for further information.

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