

Perfecting the Art of Customer Service

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Quality Service Compass



The Quality Service Compass is the heart of the Disney Customer Service Model

Delivery Systems

- On the front line, face to face with



Quality Standards

- erva two purposes:

 Establishing criteria for actions

 Serve as measures for quality service



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Guestology

"The art and science of knowing and understanding customers" - Walt Disney



- Guestology is the most important point of the compass
- Guestology is about patterns
- Guestology is always in flux.

Demographic Information: Factual knowledge about the guests.

Psychographic Information: Understanding the guests' mental states. Demographic Information: Factual knowledge about the guests.

Psychographic Information: Understanding the guests' mental states.