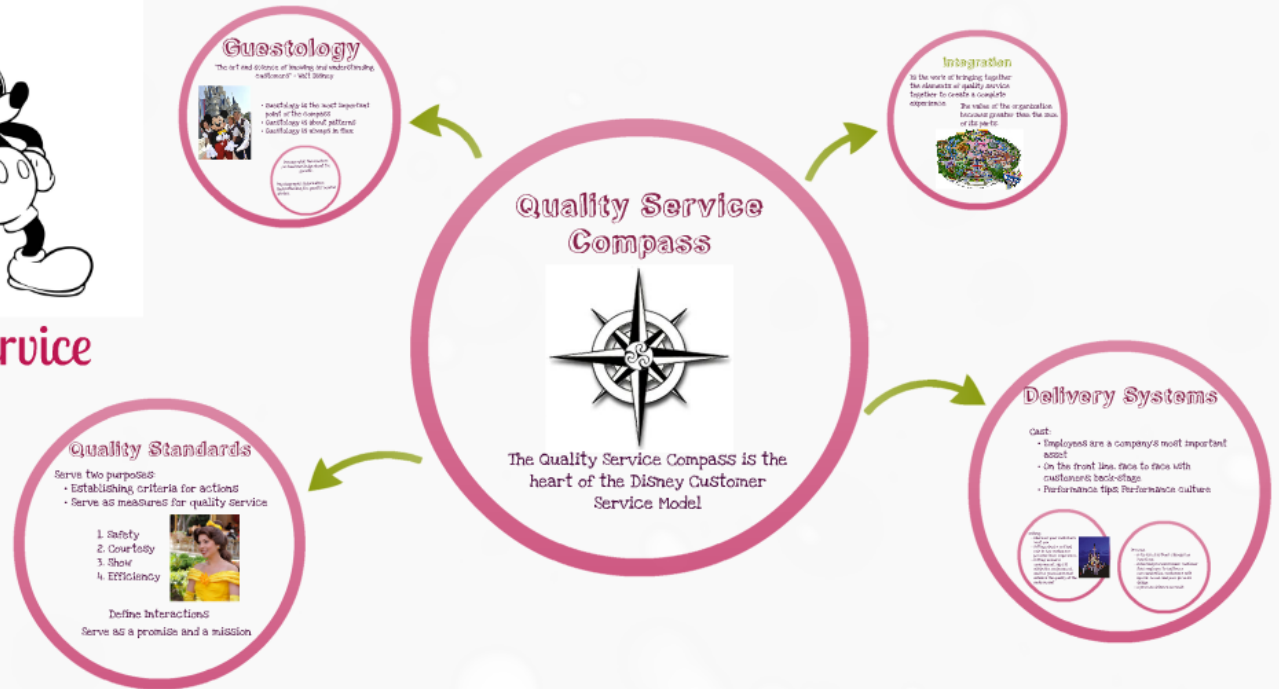


Be Our Guest:



Perfecting the Art of Customer Service

TheCaseSolutions.com

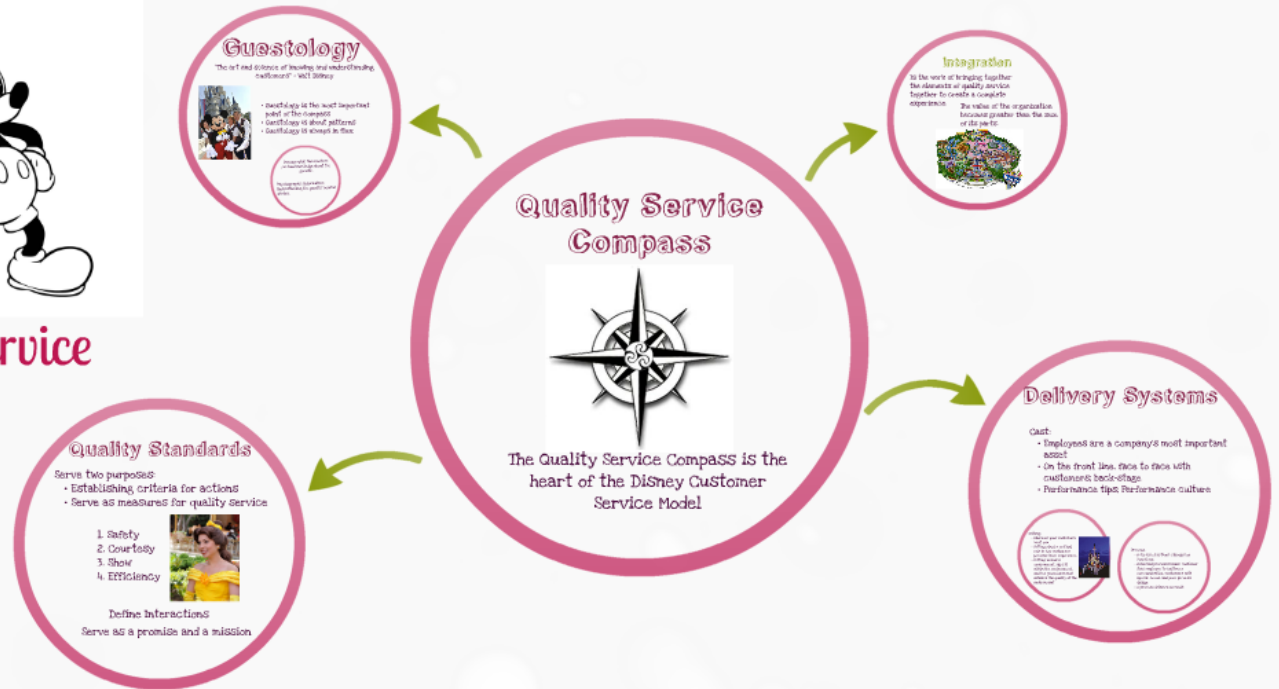


Be Our Guest:



Perfecting the Art of Customer Service

TheCaseSolutions.com



Patterns
in flux.

Quality Service Compass



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

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.