CORPORATE COLLEGE



Disney's Approach to Quality Service

Join us as Collin Corporate College proudly offers *Disney Institute's* renowned professional development course, "*Disney's Approach to Quality Service.*" This is a special, limited space opportunity with budget friendly pricing and top level training, exclusively offered in Collin County.

Join us for a day of learning!

Sign Up Today

Event Details:

Date: Tuesday, Nov. 29

Location: Collin College
Preston Ridge Campus, Conference Center
9700 Wade Blvd, Frisco, Texas

Registration Breakfast Start Time: 7 a.m.

Dining: Breakfast and Lunch are included

Session Start Time: 8 a.m.

Session End Time: 4 p.m.

Registration Phone: 972.985.3762

Email: corporatecollege@collin.edu

Early Bird Registration Rate Available Until November 1
Limited Seating Available.

Event Description:

Excellent service does not simply come from a friendly transaction or helpful technology—it is the result of truly understanding your customer's expectations and putting the right guidelines and service standards in place to exceed them. When an organizational framework properly unites its people, place and processes by putting the customer at its core, exceptional service becomes possible across customer touch points. This creates greater intent to return and recommend, as well as a stronger competitive edge. With more than 90 years of world-renowned customer service, no one understands this better than Disney.

What You Will Learn:

- Examine how you could differentiate your service to become a provider of choice.
- Explore quality service standards that can help you create a consistent service experience.
- Learn about tools that can gauge the needs, wants, stereotypes and emotions of your customers at an individual level.
- Understand the processes necessary to develop a culture that consistently delivers exceptional service.
- Discover how you could recover effectively from a service failure and how you could turn it into an opportunity to strengthen customer relationships.

Disney Institute