

Disney's Success Secrets

4. Be guest-centered

Based on Guestology - the study of what guests like and don't like and want and don't want.

Guests greatest desires:

- ✓ Make me feel special 
- ✓ Treat me as an individual
- ✓ Respect me and my children
- ✓ Be knowledgeable

7 Guest Service Guidelines

- Be *Happy*...make eye contact and smile!
- Be like *Sneezy*...greet and welcome each and every guest. Spread the spirit of Hospitality...It's contagious!
- Don't be *Bashful*...seek out Guest contact!

7 Guest Service Guidelines (Cont'd)

- Be like *Doc*...provide immediate Service recovery!
- Don't be *Grumpy*...always display appropriate body language at all times!
- Be like *Sleepy*...create DREAMS and preserve the "MAGICAL" Guest experience! 
- Don't be *Dopey*...thank each and every Guest!