

Number 5 - Disney Parks

Customer Experience Excellence Centre: 2015 USA Top 20

Disney Parks – Employees create a magical experience at Disney Parks

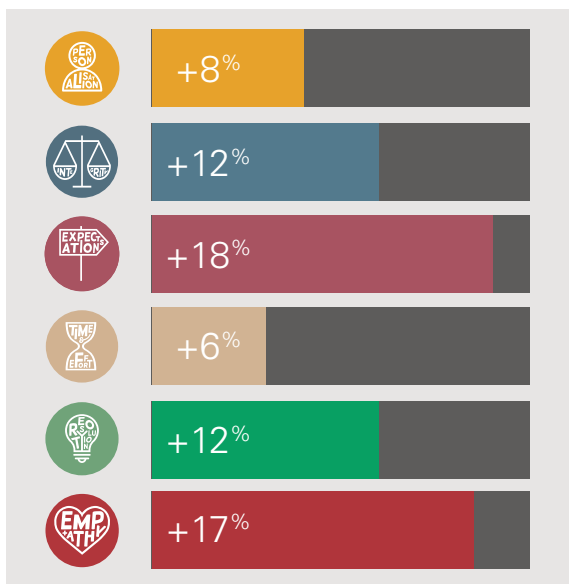
Disney Parks creates a seamless, ‘magical’ experience for all its guests, built around storytelling and immersive experiences, thanks to the vision set by the founder, Walt Disney, at the opening of the first Disney Park some sixty years ago – to be “the happiest place on earth”

Standing out for the Pillars of Empathy and Expectations, Disney Parks proactively manages all aspects of the customer experience to ensure its ranking in the top five of all US brands.


It’s the employees at Disney Parks that help to deliver the difference – encouraged to be “assertively friendly”, they are briefed to look for customers who appear to need help, before coming to ask for it. For example, a family standing in front of the Magic Kingdom may be holding their camera – an assertively friendly employee would offer to take a photo of them all together, without waiting to be asked. To the customer, this appears to be a random act of kindness – something they’ll experience often at Disney Parks.

When it comes to managing Expectations, Disney is a master of this. Waiting at theme park attractions could be a tedious part of the visit, but not at Disney, where they have learnt to manage Expectations well, particularly around queuing. For example, signs that show estimated wait times are generally longer than the actual wait, resulting in a pleasant surprise for the customer when they reach the ride sooner than expected. And the Fast Pass system at Disney further helps to exceed expectations around queuing – helping customers to move through attractions faster. Add to this unexpected bonus fast pass tickets for nearby rides and these are perceived to be more random acts of kindness to ensure a happy experience at Disney Parks.


Disney vs total study average



What customers said:



“I had the best experience ever at Disney Parks. I haven’t been there since I was a kid, and being there again as an adult was an amazing feeling. I’m a big Disney fan, and have been for a very long time. I got to meet the princesses and their princes. I was so happy and couldn’t stop smiling, even after meeting them and going back home. It’s an experience I will never forget, and one I will talk about forever.”



“Disney goes above and beyond with their customer service. Their CM’s are always so friendly and seem genuinely willing to help no matter what my questions are.”