

# tomorrowtraining



## Engineering Service Experience

How to implement a Customer Service strategy in your organisation  
Using “DISNEY” principles

Why is it that companies wressle with ways of implementing a SERVICE strategy within their organisations. It should be owned by their “CAST” members (staff) and recognised as meaningfull by their customers?

Most companies do not involve their staff in the design and engineering of the SERVICE experiences. They should!

**At the end of this workshop delegates will be empowered to do the following:**

- Understand why the Cast, Setting and Process all have a part to play in the service experience.
- How to incorporate your Values into Service Strategy
- How to Engineer Experiences using Disney Methodology.
- How to develop service TOOLS to assist staff in achieving their service standards

Methodology: Practical and participative which would include role playing some engineered experiences. This course can be trained over 1, 2 or 3 days. Please contact Laura for more information regarding costing.

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