

# Delivering World-Class Customer Service

## Webinar

Tuesday, April 10, 2012  
11:00 AM - 12:30 AM (EST)

**\$25 for the department** (\$10 for each additional attendee wishing to obtain CEU's)

Customers have more choices than ever, with the result that most products and services are increasingly seen as commodities. So, in today's market, what can an organization do to stand out from the crowd? Differentiating your service is the key to attracting and retaining customers – while driving bottom line results. More than ever customers are focused on value - what *you* can do that other organizations cannot or will not do. Customers want to know that you are focused on *earning* their on-going loyalty.

Based on his 20-years with the Walt Disney World Company along with many years of consulting with organizations around the world, Dennis Snow will provide a “how-to” program for creating a service-driven culture. This program will provide you with strategic tools that can be used to raise the bar of service throughout your organization, resulting in “walk-through-fire” customer loyalty.



### Participants will learn:

- Approaches that help your employees move from a *task* mindset to an *experience* mindset.
- A process for ensuring that your organization's “backstage” environment never impacts the “onstage” customer experience.
- Four specific strategies for wowing customers every time.
- A mechanism for ensuring that your organization's processes are designed through the “lens of the customer.”

## About the Speaker:

Dennis Snow's customer service abilities were honed over 20 years with the Walt Disney World Company. There, he developed his passion for service excellence and the experience he brings to the worldwide speaking and consulting he does today.

He began his Disney career in 1979 as a front-line attractions operator. As he advanced through the company, Dennis managed various operating areas throughout the park, learning and applying the skills it takes to run a world-class, service-driven organization.

Dennis launched a division of the Disney Institute responsible for consulting with some of the world's largest companies including ExxonMobil, AT&T, General Motors and Coca Cola. During this time, he presented to audiences in diverse locations around the world, such as South Africa, Australia, Mexico, England and Argentina. This division quickly became the fastest growing venture of the Disney Institute and experienced repeat business of nearly 100%.

He also spent several years with the Disney University, teaching corporate philosophy and business practices to cast members and the leadership team. While there, he coordinated the Disney Traditions program which is universally recognized as a benchmark in corporate training. In his last year with Walt Disney World, Dennis' leadership performance was ranked in the top 3% of the company's leadership team.

Today, Dennis is a full-time speaker, trainer and consultant who helps organizations achieve goals related to customer service, employee development and leadership. Some of his clients include American Express, Johns Hopkins Medicine, ExxonMobil, and Nationwide.

His articles appear in a number of industry publications and he is a featured guest “expert” on customer service, on several business news-talk radio shows. He is the author of the book, *Unleashing Excellence: The Complete Guide to Ultimate Customer Service*, which has been used in organizations around the world as a blueprint for organizational excellence. His newest book has just been released, titled, *Lessons From the Mouse: A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life.*”

# Please Note you can have as many people watching the webinar as you like!

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Bring in other town departments!

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(\$10 for each additional CEU over 1 for members)  
CEU's (0.1 Ceu's pending approval)

CEU credits: (One attendee will receive the CEU's free others wishing to obtain CEU's will have to purchase them)

Attendee 1: \_\_\_\_\_ \$ FREE

Attendee 2: \_\_\_\_\_ Member \$10 \_\_\_ NonMbr \$20

Attendee 3: \_\_\_\_\_ Member \$10 \_\_\_ NonMbr \$20

\* Director or first participating member must certify attendance of other attendees requesting CEU's

- **PAYMENT Must be received by CRPA in order to get your login code to the Webiinar**
- *\*Cancellations will be permitted one week prior to any session*
- *Please note if you do not cancel or do not attend you are responsible for payment.*
- *Make Checks payable to: CRPA, 1800 Silas Deane Highway Suite 172, Rocky Hill, CT 06067.  
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