Applying the Disney Quality Service Model

SCASFAA Annual Conference
Greenville, SC  April 13, 2015
Topics

- Guestology
- Understanding Your Customers
- Service Theme
- Service Standards
- Delivery Systems Integration
- Brainstorming Integration
Guestology

“The study of the people for whom service is provided. It is critical to understand who your guests (customers) are and what they want.”

- From The Disney Approach to Quality Service
Understanding the Customers

Quantitative
- Surveys
- Phone Call volume

Qualitative
- Focus Groups
- Listening Posts
- Observation

Student Emails
Course Evaluations
Faculty/Staff Comments
## Understanding the Customers

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<td>Memories</td>
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Disney Service Theme

• We create happiness by providing the finest in entertainment for people of all ages, everywhere
Clemson Financial Aid Service Theme

• We foster an understanding of how to finance a Clemson University education by providing information, guidance and support.
SCASFAA's Service Theme ?
Service Standards

“The operating priorities that help monitor the consistency of customer services”

- From The Disney Approach to Quality Service
Disney Service Standards

1. Safety
2. Courtesy
3. Show
4. Efficiency
SERVICE STANDARDS

We foster an understanding of how to finance a Clemson University education by providing information, guidance and support.

Commitment

We support the mission of Clemson University, including the recruitment of high-quality students and responsible stewardship of our resources. We will comply with University policies and federal and state regulations while striving to be leaders in the financial aid community.

Respect

We strive to acknowledge and appreciate each individual’s sense of worth, experiences, and current situations while providing confidentiality.

Knowledge

We provide correct information to our customers about pertinent regulations, resources and processes involved in Student Financial Aid and a Clemson University education.

Efficiency

We perform our duties in a timely manner to ease the administrative burden on our staff.

Responsiveness

We address each individual’s interest in a proficient manner.
Delivery Systems

The means by which a service is delivered.

• Cast (Staff)
• Setting (Office Space)
• Process (Policies and Procedures)
Integration

“The alignment of all components, creating a seamless customer experience”

- From The Disney Approach to Quality Service
### Delivery Systems

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Integration

• Use charts as to-do lists
• Use Service Standards to evaluate new processes and procedures
• Ensure that all staff know our Service Theme
Selected Clemson FA Improvements

- All staff go on admission tour
- Email summary of terms and conditions
- Financial awareness week
- Youtube video on how to accept aid
- Monthly training
- Specialized SAP information to graduate students
Want to learn more?

BE OUR GUEST
REVISED AND UPDATED EDITION
Perfecting the Art of Customer Service
with Theodore Kinni

Disney Institute
Thanks!

Chuck Knepfle
Director of Financial Aid
Clemson University
knepfle@clemson.edu
864-656-3431