Building the Customer Experience

Recommended Reading: <u>Be Our Guest: Perfecting the Art of Customer Service</u> by the Disney Institute with Theodore Kinni

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Demographics	Needs	Wants	Stereotypes	Emotions

The Magic of People

Service expectations	Culture-building

The Magic of Setting

The customer's	Flow	Five senses
perspective		

Actions & To Dos:	Cool things I learned today:			
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