

Typical takeaways from the Disney benchmarking experience

Martitz Learning has helped a number of companies to get more value out of their customer service benchmarking at the Disney Institute. Here are some of the common benefits companies have taken away from the process.

Maritz Learning, a performance improvement company, has guided nearly 1,000 auto dealer participants, including approximately 200 Cadillac and 200 Hummer dealerships through the customer service benchmarking experience at Disney Institute. It has also worked with companies in financial services, health care, retail, telecommunications, and technology on similar programs. Here are some of the common things that it sees companies take away from their Disney benchmarking:

Seeing their business differently. “Most companies have blinders on and see competitors or other businesses down the street as just another company,” says Mindi Brother, director of business development for

Maritz Learning. “So seeing through someone else’s eyes and seeing what someone else can do with ‘business as usual’ is incredibly powerful.”

Learning to focus on purpose versus task. “Most organizations are set up to be very task-oriented and competency-focused. Clients often find it incredibly valuable to see what a big difference there is between an employee saying, ‘My job is to sweep trash today’ and ‘My job is to make customers happy.’”

Identifying moments of truth. Disney does an amazing job at understanding what guests need and expect throughout their day, and they make it their business to exceed those expectations every chance they get.

Aligning people and processes. “Many companies think this will

happen on its own,” Brother says. “But the truth is you have to work hard to align people around thinking differently and doing things from the customer perspective. The implementation plan to do that — to win people’s hearts and to get them aligned — is really important stuff.

Engaging employees across the organization. An integral part of alignment is employee engagement. And to engage employees, Brother says, companies need to have leadership support; people need to feel connected to the big picture; and improvement efforts need to be relevant to the individual.

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