

# Leaders of the club

▶ The Disney Institute brings its customer service expertise to Kwantlen Polytechnic's school of business



**JORDANA DIVON**  
FOR METRO VANCOUVER

What has two mouse ears, an excellent reputation for customer service, and a date with a local B.C. campus?

Kwantlen Polytechnic University School of Business, in partnership with the Surrey Board of Trade, will be this year's hosts of the Disney Institute's Approach to Quality Service program on Nov. 30. Well ... perhaps without the ears.

The one-day seminar is designed to integrate the Disney management methodology into a packed program where participants will learn everything from the defining a common purpose, to the company's training guidelines.

The event's website promises the seminar will "anticipate the needs, wants and emotions of

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DR. ARTHUR COREN

your customers in order to exceed their service expectations; bring 'consistency' to your organization by establishing quality standards; [and] design a delivery system that focuses on the employees, environment and processes that enhance quality service."

Dr. Arthur Coren, Dean of the Kwantlen School of Business, is enthusiastic about the school's participation in the event.

"Disney enjoys an international reputation for its leadership style and innovation and Kwantlen's School of Business is proud to partner with them to deliver this program. Quality service is what differentiates top-notch organiza-

tions from the rest of the pack. This is the first time this session is being offered in the Vancouver area and it's a great oppor-

tunity for members of the business community to gain some unique insights to contribute to their success," he says.

Participants can pre-register online at [KeysVancouver.com](http://KeysVancouver.com), by phone 877-544-2384, or by fax 913-712-9247.

### Full house

Some of the other topics covered during the seminar's packed agenda include:

- ▶ Learning the Disney demographics measurement methodology
- ▶ Identifying customer needs, wants, stereotypes

and emotions

- ▶ Examples of the measurement outcomes to any customer service experience
- ▶ Understanding purpose versus task enculturation
- ▶ Identifying elements of setting that support the quality standards at Walt Disney Theme Parks and Resorts



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