



We are classically trained Disney thinkers.



Kathy Van Tassell - Chief Breather

Service with a new set of Lenses

Rethinking service delivery through necessity.

If a pandemic has taught us anything today about business, it is simply this—anything can happen. And it has. With businesses in the early phases of reopening, there is a golden opportunity, born out of necessity, to up your service game. We see it happening everywhere.

On a recent visit to a Kohl's, what I experienced when walking in the door, was nothing short of top-notch service delivery. I was greeted warmly by a team member (fully masked) as we entered. She welcomed me and explained a few safety items—hand sanitizing stations, cleaned carts and staff available to assist.

The floor was designed to identify safe social distancing places, and signs were throughout the store to reinforce the desired safety behaviors. There were more people present on the floor (fully masked) to help and connect with customers than I've ever seen before. Leaders (fully masked) were out and about on the floor, interacting with employees as well as customers. And, when checking out, the team member at the register asked us to wait for a moment until she had some time to clean the counter—we did.

It really was a fantastic service experience and we left there feeling positive.

Perhaps we've forgotten what exceptional service looks like before this pandemic. Perhaps we became complacent.

As a reminder to all, this is how we want to be treated as customers and guests. We want a safe, friendly, accessible experience that makes us feel valued. As you begin to think about reopening, take some time to be ***focused and intentional*** in planning your service delivery.

Our classic Disney thinking teaches us this:

It's attention to infinite detail—the little things, the minor picky points that other companies just don't want to take the time, the money, the effort, to do right.

Leverage your employees in thinking about how best to welcome customers back. Think about every possible customer touchpoint and proactively design what needs to happen, such as the door and the register.

Remember, there is no guarantee that customers feel safe to shop, dine and explore yet. The more you create a safe environment, make it warm and friendly, and help me feel important and respected, the faster we will return.

Your differentiator is your service, use it as a catalyst for a new way to look at your business.

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