

# SERVICE.

Built with classic *Disney* thinking.

ONBOARD  OXYGEN  
**CLASSROOM**

We are classically trained *Disney* thinkers.



# EVERYONE HAS A CUSTOMER.

**And everyone is a provider of service, including leaders.**

Exceptional customer service is the leading indicator of customer loyalty.  
And loyal customers not only keep coming back, but they also advocate for you and your company.

**Are you intentionally creating a culture of employee and customer engagement?**

Exceptional service is a differentiator -  
**IF** - you are intentional in your strategy and delivery.

To operationalize an organizational culture into competitive advantage, the culture must be intentionally designed, taught and reinforced consistently, until it becomes hardwired into the daily behaviors of its leaders and employees.

# ONBOARD OXYGEN CLASSROOM

We are classically trained *Disney* thinkers.

We are a team of seasoned Disney thinkers, experienced executives, leaders and doers, committed to **preserving the original genius of Walt's philosophy in quality, service and leadership.**

More importantly, we have proven it works in a multitude of industries globally.

We harken back to a time in the theme park legacy where the transfer of knowledge flowed from Walt to his frontline leaders and his executive team. These fundamentals of "Classic Disney Thinking" were then taught to us. We applied them throughout the organization as our theme parks and resort properties expanded.

**It is our pleasure to share them with you in order to preserve a way of thinking, leading and behaving that radically changed the service and hospitality industry.**



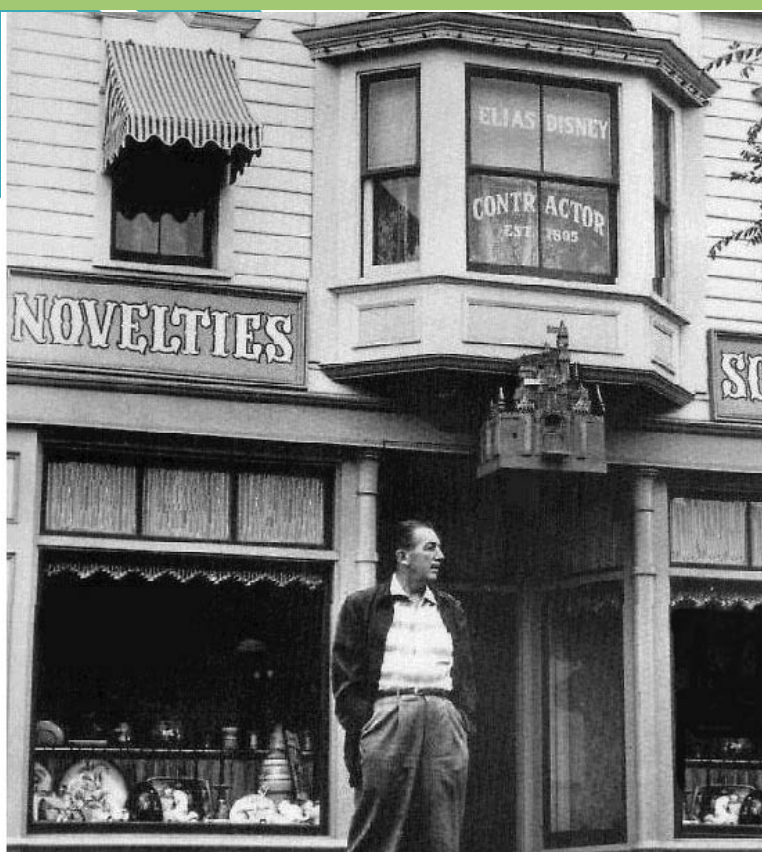
## WE AREN'T BIG. WE'RE BOUTIQUE. AND, THAT MAKES ALL THE DIFFERENCE.

Traditional consulting firms often spend much of their time helping you define who you are and what you believe. Important, yes, but you are often left to implement that framework on your own, without the resources you need to ensure success.

We help you define the culture you are looking for—and we spend most of our time assisting you with implementation.

### **We are the extra hands you need to get the work done.**

We are committed to delivering exceptional work, and our engagement is not complete until we have helped you effect culture change within your organization. We believe in relationships, not transactions.



ONBOARD  OXYGEN  
**CLASSROOM**

We are classically trained  thinkers.

## IT'S ABOUT SERVICE BY DESIGN, NOT BY DEFAULT.

"There is no magic in the magic, it's all in the details."

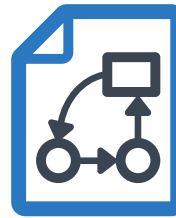
- *WALT DISNEY*

We provide comprehensive one stop shopping for the design, development and implementation of your service strategy at an affordable price.



### STRATEGY

We work with you to create a detailed strategy that focuses on establishing service your philosophy, your service processes, your service environment and finally, your service delivery framework.



### DESIGN

We are a team of highly seasoned instructional designers and service experts that provide you with the extra set of hands you need to design the right content and the right delivery.



### IMPLEMENTATION

We work with you and for you to implement your service strategy and build the right infrastructure for ongoing embedding. We stick with you until the job is complete.

## IT ISN'T MAGIC—IT'S METHOD.



**Strategic Service Culture Design** is a way of doing business where service becomes the focus of every transaction made between you and your customer, and you and your employees.

In a classic *Disney* service strategy, you achieve exceptional service by paying extraordinary attention to every process and every detail at every possible customer touchpoint.

This comprehensive plan is always **intentional** and **by design**.

And the result is the creation of a service-centric culture that intuitively performs and delivers only the best service possible—consistently.

## DISCOVERY

This step is consultant driven with permission and support from the client. It consists of multiple sources of information gathering and observation including, but not limited to:

- Reviewing existing documents, programs and processes
- Analysis of statistical data
- Firsthand observation
- Interviews and focus groups

A written summary document is typically completed and then discussed with the CEO and senior executive team.

## Strategic Executive Work

This first investment of time is designed to prepare the organization for an intentional shift in customer service philosophy and execution.

- CEO | Executive Conversations
- Facilitated Leadership Session to formulate strategy, design an implementation plan and write key talking points.
- Core Champion Team created.

## Service Framework Design

Create a cross-functional, whole-system design team who will create a first version of an organizational service framework.

- 1.5-day facilitated work session.
- V.1 written document created that will be socialized with senior leadership and key stakeholders and modifications made.
- Final document created for senior leadership approval.

## Employee Rollout

To perform well, employees need to know what is expected of them. This phase introduces employees to the new service framework, quality standards and expected behaviors.

4

## EMBED

5

## REFINE

## Systems Implementation

This investment deals with the systems and processes that need to be redesigned in order to support, teach and reinforce the new service framework consistently.

- Employment Expectations | Profile
- NEO
- Performance Management
- Service Processes & Procedures
- Recognition and Reinforcement Tools

## Leadership Training

Before rollout, all leaders need to be introduced to the new organizational service framework and expectations for leading in a service-centric culture taught and reinforced.

- Introduction Session
- Service Leadership | 101

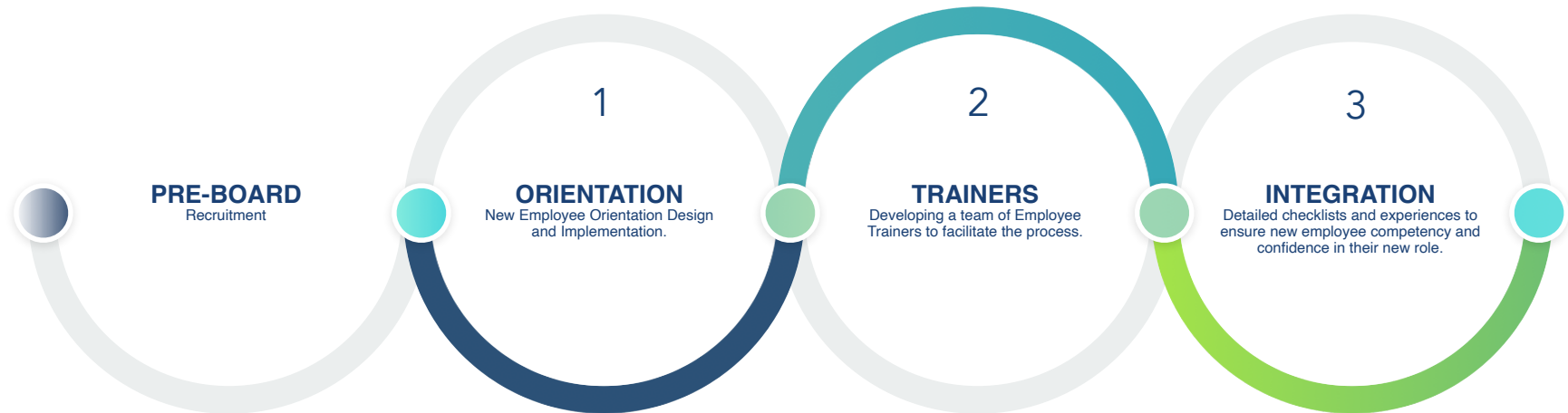
## DESIGN

STRATEGIC SERVICE CULTURE DESIGN | **BLUEPRINT**

## FIRST IMPRESSIONS ARE LASTING IMPRESSIONS.

### We all know it matters.

But how much of an investment do we really make to ensure that every new employee is both competent and confident to begin work and most importantly, is **motivated** and **engaged** to be part of the organization? Our goal is to help you design, develop and implement the most successful and impactful new employee orientation and onboarding experience that will positively impact your early retention rates for employee longevity.



Organizations often underestimate and underinvest in the amount of time and resources people need in order to feel competent and confident in their new role.

Develop a **brand** for your onboarding process and allow your onboarding program to become a key differentiator in the recruitment and retention arena.



## THE STATS.



Gallup found that only 12 percent of employees strongly agree their organization does a great job of onboarding new employees.



HCI discovered that 58 percent of organizations say their onboarding program is focused on process and paperwork.



HCI states that most organizations have stopped their onboarding process after the first week.



According to Digitate, employees who had a negative onboarding experience are twice as likely to look for other career opportunities in the future.



### RETENTION

Research by Glassdoor found that organizations with a strong onboarding process improve new hire retention by 82 percent.



### PRODUCTIVITY

Research by Glassdoor found that organizations with a strong onboarding process, productivity increases by 70 percent.

The background of the entire page is a photograph of three call center agents. In the center, a man with glasses and a beard, wearing a headset, is smiling at the camera. To his left, a woman is looking down, and to his right, another woman is also looking down. They are all wearing headsets, suggesting they are in a customer service or call center environment. The image has a light blue tint.

## THE **SERVICE LEADERSHIP** SERIES

### **LEADERS ARE DEVELOPED, NOT BORN.**

We believe that it is a leader's job to create an environment in which employees can feel motivated and supported, and to recognize and cultivate each person's unique strengths and talents. **You can learn to be a service leader.**

we offer three classes to service leadership development:

**Service Leadership | 101** - Mastering the Fundamental Skills

**Service Leadership | 201** - Practicing the Fundamental Skills

**Service Leadership | 301** - Instinctive Service Leadership

Our goal is to create a different and more impactful personal learning experience for you that requires a reasonable investment of your time. Most of the work is done individually and is self-driven by you, along with a study partner. We are consultative facilitators and will guide your learning through small, intimate sessions.



## Our Brand Promise

We want you to be delighted.

**We look for innovative ways to teach and inspire,  
with a fresh perspective.**

Our promise to you is always:

- The highest quality design and development.
- Creative and innovative learning approaches.
- Speed to market.
- Interactive classroom energy.
- Simple and clean design.
- The best facilitators you can find on the planet.

And a commitment to always providing you with exceptional service  
and offering you more than you will pay for with services rendered.

# IT ALL STARTED WITH THE MOUSE.

We make no bones about it. Everyone who works with Onboard Oxygen Classroom comes with Disney DNA. Each of us can trace our professional lineage back to a leader who worked directly with Walt himself.

We cultivated our knowledge and expertise with a company that culturally knew how to differentiate in the marketplace, and this experience gives us a strong foundation of thinking around customer service, leadership and employee engagement.

Yes, we all started with the mouse, but we've cultivated seasoned portfolios of practice, evidence and skill which allows us to holistically develop and implement the best service solutions for you.



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