


Exceptional service doesn't come with a size limit.

Service Culture Design.

One way or another, your organization has a service culture. The question is, do you have a service culture by design or by default? Walt Disney said this: **“There is no magic in the magic, it's all in the details.”** Exceptional service, regardless of the size of your business really comes down to one specific element—intentional design.

Our team hails from one of the finest service-oriented entertainment companies and brands in the world, The Walt Disney Company. We learned the basics of service delivery from leaders who worked directly for Walt himself at Disneyland, and then took those concepts to the Florida Project – Walt Disney World.

Using classic  thinking, we take your business through a process of deliberate service design and help you then operationalize that thinking. You walk away with a comprehensive philosophy that guides your thinking around exceptional service and, provides you with a service delivery framework as you embed this new behavioral thinking and actions into the fabric of your organization.

The Three Phased Approach:

1. Design.

Exceptional and memorable service results when you overmanage the customer experience by paying extraordinary attention to every process and every detail, at every possible touchpoint.

First, we will partner with you to help shift your thinking around service and create a strategy for service design and implementation. This overall strategy will allow us to define the thinking around service for your organization, integrate with any work already completed and create a macro-level approach to shift your culture to one that consistently delivers with a customer-centric focus.

A service delivery framework is a set of principles, standards or guidelines to ensure a consistent experience for your customers. We work with a cross section of employees and leaders to guide a facilitative process in designing a service framework of standards and behaviors that will allow each person to deliver service daily to your customers consistently.

2. Embed.

This is where the hard work really begins. To perform well, employees need to know what is expected of them. We must now embed the service framework into the behaviors of each employee and keep refining until those behaviors become—**instinctive**. This phase will require tools and development for leaders and employees allowing them to learn and assimilate the service framework over time.



3. Refine.

In this final phase, **we take service deeper.**

Exceptional service is generous in a way that employees demonstrate a willingness to give more of something than is expected—without prompt.

We help you provide continuous learning opportunities for every employee so that service is always at the front of every customer experience. It's in the small details, consistently executed, where my trust as a consumer is nurtured. Service becomes empathetic, timely, solutions-driven and often unexpected with an element of surprise and delight. Remember, when service is not **intentionally designed**, everyone can interpret the direction in a different way.



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.

When an organization puts the customer at the core of its work, transformational experiences are made.

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