

# Delivering customer experience magic

Disney's ability to redefine and dominate nearly every industry it has ever entered is no coincidence. The continued success of Disney has been driven by a foundational trait of the company that goes all the way back to its founder, Walt Disney, who was merciless in his pursuit of innovating the customer experience.

By viewing all major business decisions as a customer experience decision, The Walt Disney Company continues to find innovative ways to engage consumers around the world, both old and new. And these innovative experiences have created one of the most passionate, loyal fanbases of all time.

So, how does Disney **Think Different** and leverage creativity to innovate the customer experience? Through several specific tools and examples, I'll share this information with your teams during my **Delivering Customer Experience Magic** keynote.

You'll learn from the following examples:

- By simply re-expressing the industry challenge Walt Disney created a level of hospitality that has never been replicated.
- How Walt Disney challenged the rules of the industry, coming up with the biggest creative solution of the twentieth century.
- Learn how the Disney Parks turned a very product-centric culture into a consumer-centric one.
- How Disney leverages High Tech to enable High Touch, delivering record guest satisfaction.
- Instead of asking "What do we need to do make greater profits?", learn how Disney created record revenues by focusing on their consumers biggest pain points.



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