

# Walt Disney World

## Guidelines for Guest Service

### **Make Eye Contact and Smile!**

- Start and end every Guest contact and communication with direct eye contact and a sincere smile.

### **Greet and Welcome Each and Every Guest**

- Extend the appropriate greeting to every Guest with whom you come into contact.
  - "Good morning/afternoon/evening!"
  - "Welcome!"/"Have a good day."
  - "May I help you?"
- Make Guests feel welcome by providing a special differentiated greeting in each area.

### **Seek Out Guest Contact**

- It is the responsibility of every Cast Member to seek out Guests who need help or assistance.
  - Listen to Guests' needs
  - Answer Questions
  - Offer assistance (For example: Taking family photographs)

### **Provide Immediate Service Recovery**

- It is the responsibility of all Cast Members to attempt, to the best of their abilities, to immediately resolve a Guest service failure before it becomes a guest service problem.
- Always find the answer for the Guest and/or find another Cast Member who can help the Guest.

### **Display Appropriate Body Language at All Times**

- It is the responsibility of every Cast Member to display approachable body language when on stage.
  - Attentive appearance
  - Good posture
  - Appropriate facial expression

### **Preserve the "Magical" Guest Experience**

- Always focus on the positive, rather than the rules and regulations.
- Talking about personal or job-related problems in front of our Guest is unacceptable.

### **Thank Each and Every Guest**

- Extend every Guest a sincere thank-you at the conclusion of every transaction.
- Extend every Guest a thank-you or similar expression of appreciation as he/she leaves your area.