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.

- Be Our Guest: Perfecting the Art of Customer Service.