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Disney – Customer Service Talk



- 80% repeat visitation (80% retention?)
- 90% Occupancy all year around
- Less than 15% employee turnover
- Average family of 4 spends around £3500 each visit
- Business Philosophy – Dream, Believe, Dare, Do!

Customer Service

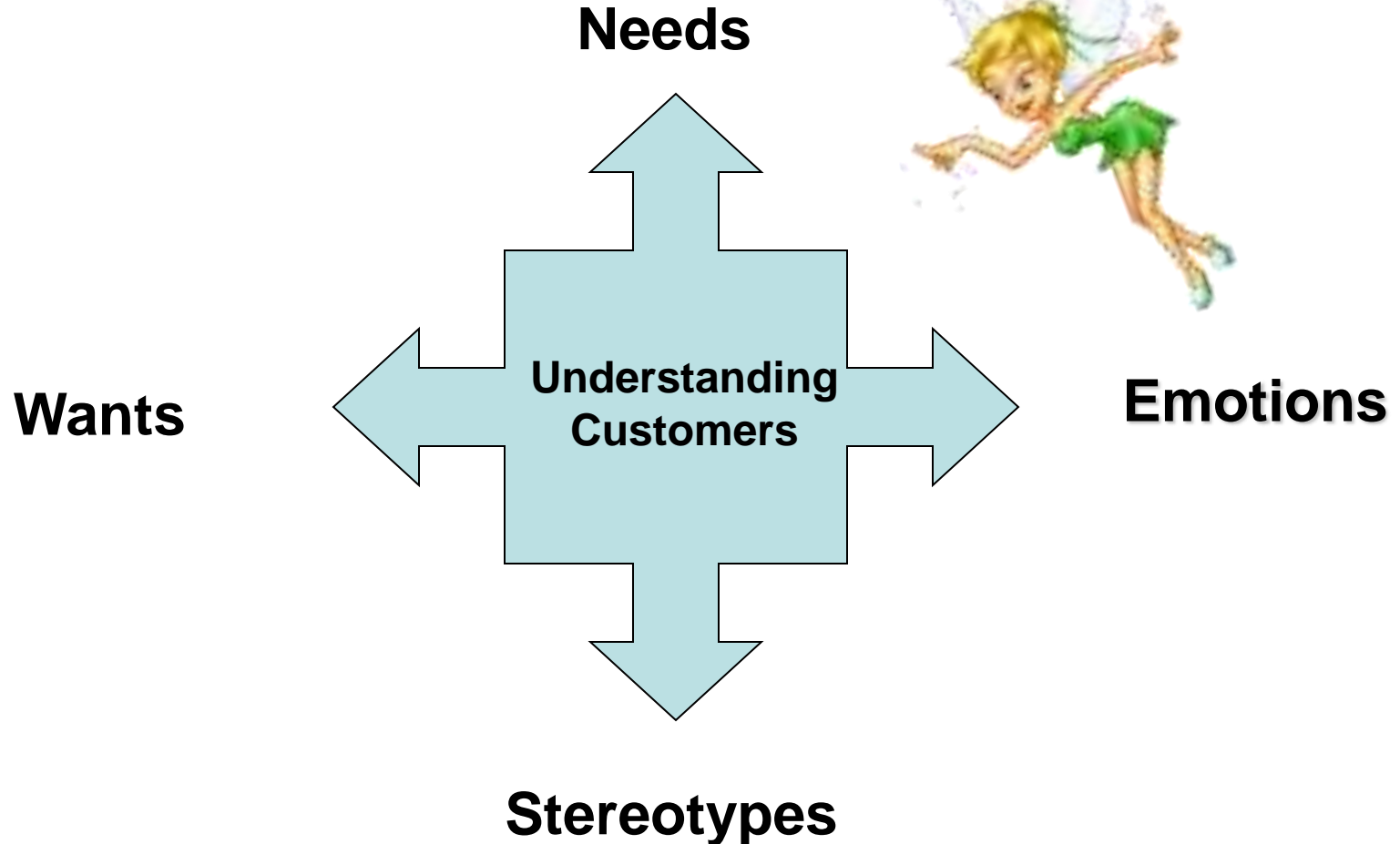


It is built in American culture to provide good customer service – strong implications for staff who don't.



Have a nice day!

Customer Compass



Motivating & Retaining Staff

- Cross Training
- Job Rotation
- Pet Projects
- Appreciate what you've got?





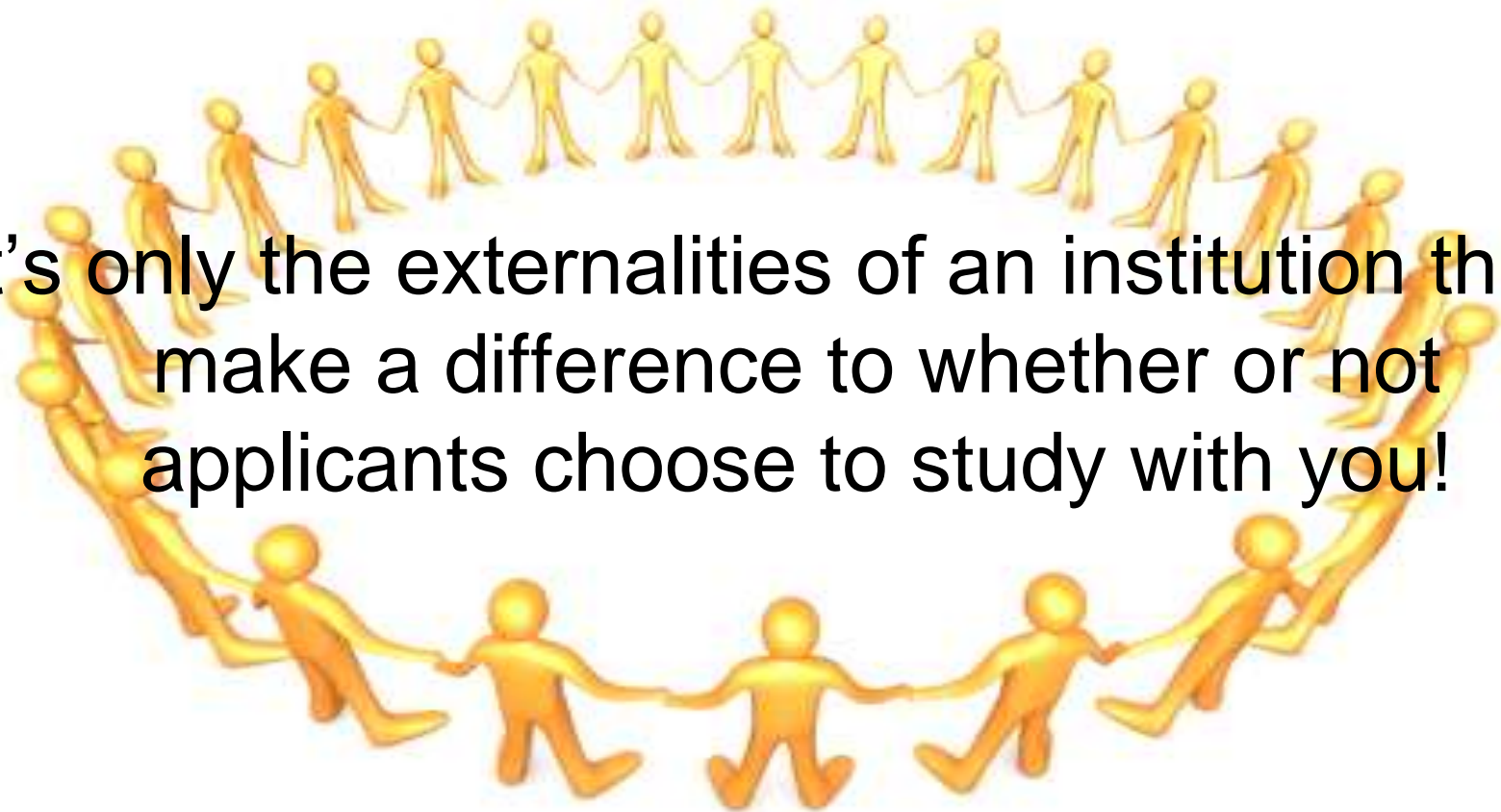
ID Cards



- ID Cards – Enrolment
- ID Cards – Helpdesk queries
- ID Cards – Access to buildings

Sharing

It's only the externalities of an institution that make a difference to whether or not applicants choose to study with you!



Institution Type

- Public
 - 2 year or 4 year
- Private
 - 2 year or 4 year
- Professional /
Graduate only



Fees

- Private - £22,000.00 - £25,000.00 approx
- State - £6000.00 - £9000.00 approx



Types of courses

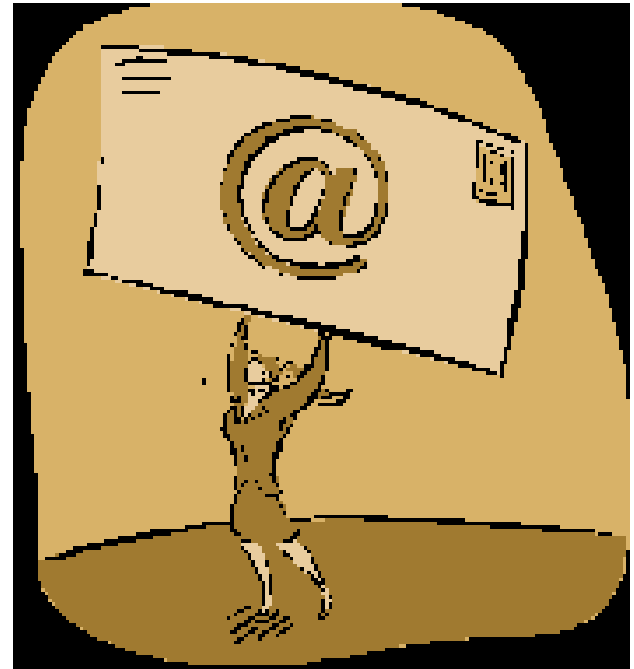
- Minor/Major subjects



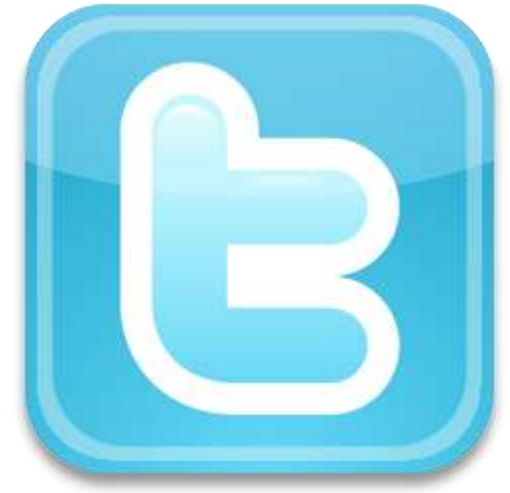
How can an 18 year old be expected to know what they want to do after leaving University?

On-Demand Documents

- Successful IT solution
- Benefits
 - 24/7 access
 - Immediate delivery
 - Staff involvement
- Application for your letters?



Social Networking



<http://www.youtube.com/watch?v=IFZ0z5Fm-Ng>



Technologies



iPad

Other Sessions

- Creating online experiences for new students
 - <http://newatfu.furman.edu>

- Immigration 101



- Veterans Transition to Higher Education: Yellow Ribbon Program
- Managing Identity Management

Thank you!

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Any Questions?

