



Customer Service Notes for WIC

Following Disney's Principles in Your WIC Office

Walt Disney was fanatical about customer service. We can see this in any of the Disney parks. The Disney way of providing service is so well thought out that their principles have been incorporated by many organizations. Let's look at five of Disney's principles and how WIC can incorporate them.

1. The competition is anyone the customer makes a comparison to.

When your participants receive excellent customer service from others, such as certain retailers, they may have an expectation that they will receive that same excellent service from WIC. It is, therefore, important that your WIC office has a culture of service excellence.

2. Pay "fantastic" attention to detail.

Disney realizes that great attention to detail enables their "guests" to have an enjoyable experience. Attention to detail is important for any service provider, including WIC. If you are rushing and mail a participant's e-card to another participant's address, that is an inconvenience for the participant. Slowing down and "paying attention to detail" may have avoided this mishap.

3. Everyone walks the talk.

At the Disney parks, every employee is trained and expected to be service focused. In your WIC office, it's important that anyone who a participant interacts with provides excellent service. Suppose Mrs. Clark is in your waiting area with her son Bobby, who is crying. Even if you aren't who Mrs. Clark is waiting for, bringing a toy over to Mrs. Clark may calm Bobby and will be appreciated by his mom.

4. Everything walks the talk.

Disney ensures that from the moment you arrive, everything you encounter speaks to their being customer-centric. In your WIC offices, this should also be followed. If the pens at your receptionist area don't work, replace them. Also, take a look at your waiting area to ensure that it is clean, neat, and participant-friendly. Additionally, check your educational materials to be sure they are current.

5. Customers are best heard through many ears.

Disney wants to receive feedback from its guests. Whether a guest provides feedback to a maintenance worker or a ticket taker, it is critical that the guest's views are brought to management. With WIC, even if a participant comments to you about something that is not your responsibility, it is important that you acknowledge the participant and share the person's concerns with management.

By following the above Disney principles, you, too, will be providing excellent service.

Questions for Reflection

1. Do you pay attention to detail when working with participants?
2. Do you listen to feedback from participants and share it with management?

