



MANAGING THE CUSTOMER EXPERIENCE

AT DISNEYLAND® PARIS

TOPIC 2 – The customer experience at Disneyland® Paris

Mystery shopper exercise at Disneyland Paris

Teacher Guide

Learning Objectives

This topic gathers all the evidence you need to set an assignment on unit 4 managing the customer experience in T&T Learning Aim A: explore how effective customer service contributes to organisation success. (BTEC National T&T 2019).

For Business Studies it links to branding and competitor advantage.

Preparing for the trip

Before the trip students should spend time looking at the Disneyland Paris websites to familiarise themselves with the products and services on offer, the information provided to customers, and the booking functionality provided.

They should also download the Disneyland Paris app to explore how visitors are encouraged to manage their time once in the Disney resort. The app is designed to enhance a visitor's experience in the resort.

Questions to ask students about the customer journey:

- How easy is it to pre-plan your trip?
- How easy is it to find answers to customer queries/do they have online chat, FAQ etc?
- How much does the app complement the website or provides different content?

Encourage students to consider the needs of customers with special needs e.g. physical, sensory, cognitive, mental health or dietary needs. How are these needs catered for?

At the convention

A speaker from Disneyland Paris will talk in more detail about how cast members deliver exceptional customer service to visitors.

A marketing speaker will also talk about Disneyland Paris uses technology to engage with customers.

Disneyland Paris Cast Members

Disney's staff are known as cast members because they put on a show for their customers.

To deliver exceptional customer services, Disneyland Paris Cast Members are expected to:

- Treat everyone as a VIP
- Smile, answer questions, ask about your day,
- Go above and beyond expectations
- Project a positive image and energy
- Be courteous and respectful to all guests
- Pre-empt customer needs
- Go above and beyond expectations
- Stay in character and remain in their role at all times

Students will be asked think about the visual appearance of the cast members as well as their attitude and behaviour.

At resort – Mystery Shopping Exercise at Disneyland Paris

When students arrive they are to be mystery shoppers to assess the quality and consistency of the customer service at Disneyland Paris.

- Acting as mystery shoppers they will score the service they receive at Disneyland Paris
- They will take pictures of positive and negative examples to evidence their observations

Students will be asked to assess the first impressions they get when they arrive in the resort (hotel, Disney Village and parks).

They will be asked to think about the visual appearance of the resort as well as the sounds and smells they experience in the parks and Disney Village.

They will assess to what extent does the environment stand up to the vision of the original Disneyland of 'being the happiest place on earth'?

Finally, they will asked to identify lessons from their customer experience at Disneyland Paris that could be applied to other travel and tourism products.

More teaching resources

Below is the whole range of exclusive teaching resources COGO has prepared to complement the student convention.

In addition to this topic, we offer group leaders a choice of group assignments that they can set students in the Disneyland resort to extend learning throughout the trip.

Choose one or more of these in-resort assignments for your group. Each exercise can be completed in a day while students are exploring the parks and hotel facilities.

Each assignment has been designed to build students' understanding of these four topics:

| Topic | Subjects | Type of exercise | Suitable for T&T students | Suitable for Business Studies students |
|--|--|---|--|---|
| Market segments (customer groups) at Disneyland Paris | Identifying target markets Market segmentation | Provide photographic examples to support findings | Yes | Yes |
| Disneyland Paris customer service and competitor advantage | Managing the Customer Experience | Mystery shopping and photo evidence | Yes | Not specifically for Business Studies though the assignment considers delivery of Disney's brand experience |
| The Disneyland Paris marketing mix | Marketing Mix – 4Ps Extended Marketing Mix – 7Ps Visitor Attractions | Provide photographic examples to support findings | Yes – but covers the extended marketing mix of 7Ps | Yes |
| The impact of external factors on Disneyland Paris – PESTLE analysis | The external environment Situational analysis Influences on marketing activity | Provide photographic examples to support findings | Yes – use of PESTLE to identify influences on marketing activity | Yes |

Download these resources & more at:

voyagerschooltravel.com/student-convention-resources