



TAAF SMS

Grand Prairie Parks, Arts & Recreation is committed to exceptional service. Learning from The Walt Disney Company, where guests' expectations are exceeded everyday, we too are in the pursuit of delivering high quality, world class service.

The City of Grand Prairie

Mission: To create raving fans by delivering world class service

Values: Service, People, Integrity

Vision: To be a world class organization and city in which people want to live, have a business or just come visit.

To be a city people talk about because of our:

- High Quality of Life
- Commitment to world class service
- Diversity, Inclusiveness
- Values
- Programs
- Attractions
- Facilities
- Innovative actions
- City Staff
- Commitment to public safety
- Commitment to our environment

LIVE LIFE GRAND



Disney's approach to quality service is all about striving to be different than the competitors.

It takes a different way of viewing service. It is what we need to make us all EPIC!



*“Organizations must understand that building a competitive advantage in the marketplace depends on delivering a customer **experience** that is different from its competitors”.*



Our goals, like Disney, are EPIC!

- * **Make a grand impact throughout the industry**
- * **Create next level epic experiences**
- * **Rupture the current recreation stereotypes**
- * **Do things differently**

**“Together we will Change the Landscape of the Parks and Recreation Profession!”
-Rick Herold**

Grand Prairie
TEXAS
PARKS, ARTS & RECREATION



STEREOTYPES

- *Experiences that occur over what could be years are remembered
- *Customer expectations develop over each experience
- *Patterns emerge that eventually become stereotypes
- *Those stereotypes are hard to break
- *An organization with a common purpose for all employees, along with the ongoing commitment to exceptional service will help us change the industry and rupture the stereotypes by simply asking the question

“How can I make it better?”



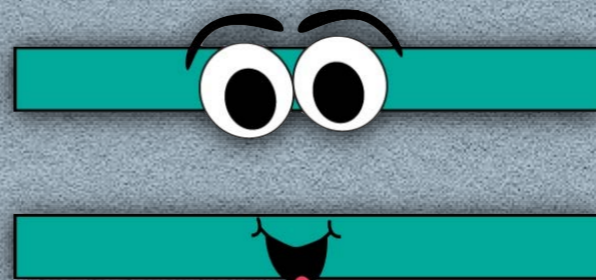
EXCEPTIONAL SERVICE

Strive For Perfection...Settle For EPIC

Exceptional service is not just about hiring friendly people and hoping they will deliver. It comes from standards, systems, and procedures that are put into place and managed.

It is about that combination that makes service exceptional.

PEOPLE
PLACE
PROCESS



EXCEPTIONAL
or
EPIC SERVICE

ZONE OF EXCEPTIONAL SERVICE



- ◆ Attention to Place
- ◆ Commitment of People
- ◆ Care in Creating a Seamless Process

It is the intersection of all three systems that creates the “zone of exceptional service.”

We will not be able to deliver an exceptional service strategy without all three of these areas in alignment.



PEOPLE, PLACE AND PROCESS

Focusing on that intersection or zone of exceptional service will help to create a reservoir of positive and consistent moments when customers come in contact with our organization's people, places, and processes.

This way, if there is a service failure, more will be forgiven.



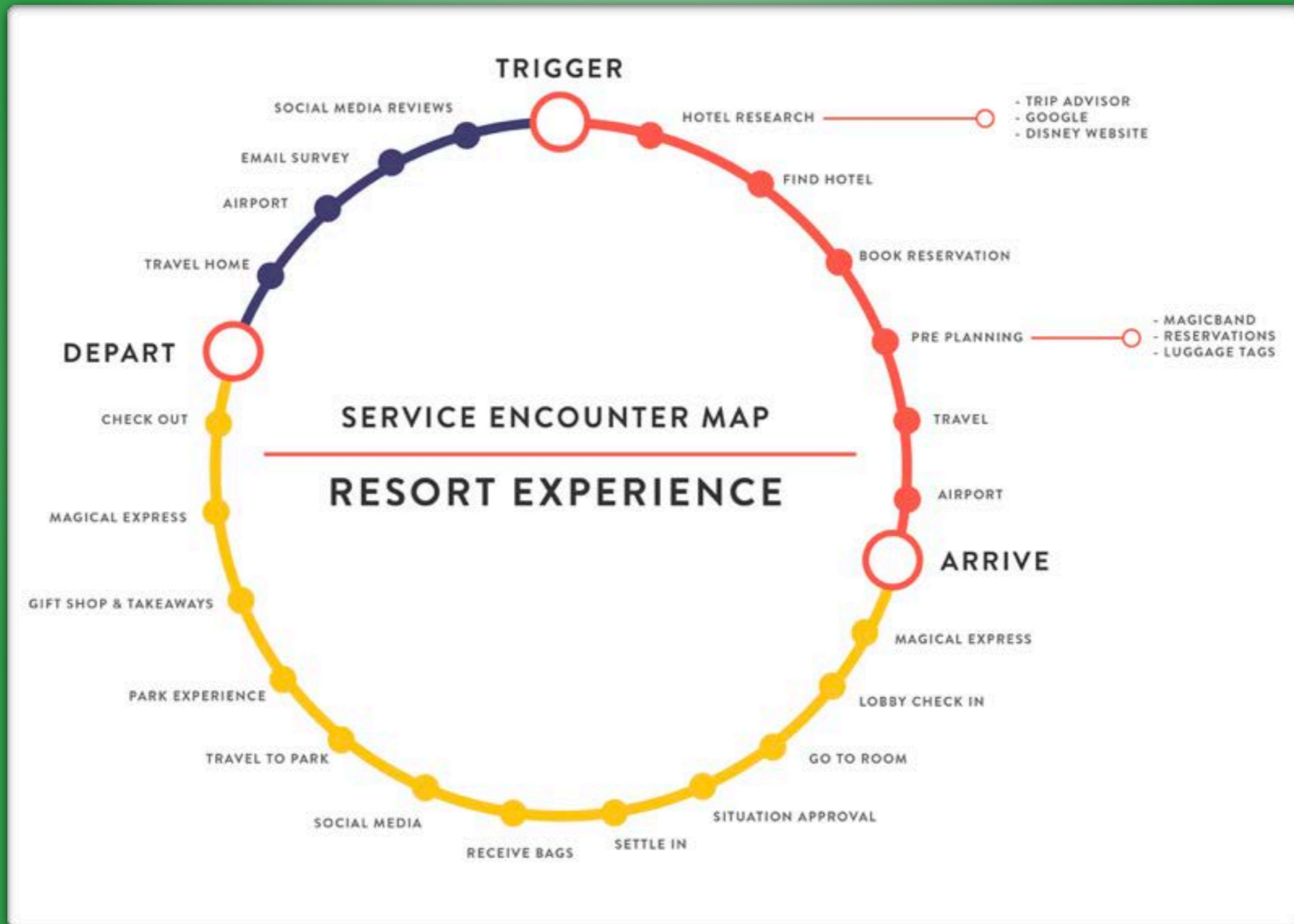
ATTENTION TO DETAILS: ANY TOUCH POINT THAT ENGAGES THE CUSTOMER



Thinking about rupturing stereotypes in one great heroic moment is generally not the case. It is the experience in a multitude of small moments over time.

Create of smooth-running service context where service is done right at every possible touch point that engages the customer.

SERVICE TOUCHPOINTS



Service is demonstrated everywhere our organization comes in contact with the customer.

TOUCH POINTS

It is important to map our Touch Points and view those areas regularly. WE need to influence each stage of the experience.

The Phases of the Recreation Experience

<ul style="list-style-type: none">✓ Preparation✓ Anticipation✓ Drive-To✓ Parking Lot/ Entrance	<ul style="list-style-type: none">✓ Place✓ People✓ Process✓ Program, Event or Experience	<ul style="list-style-type: none">✓ Drive-From✓ Recollection✓ Memories/ Take Homes✓ Planning the next visit
---	---	--

We must intentionally manage the service experience beyond the obvious customer touch points.



- ❖ **What are some of our obvious customer touch points?**
- ❖ **What are some of our customer touch points that go beyond the obvious customer touch points?**

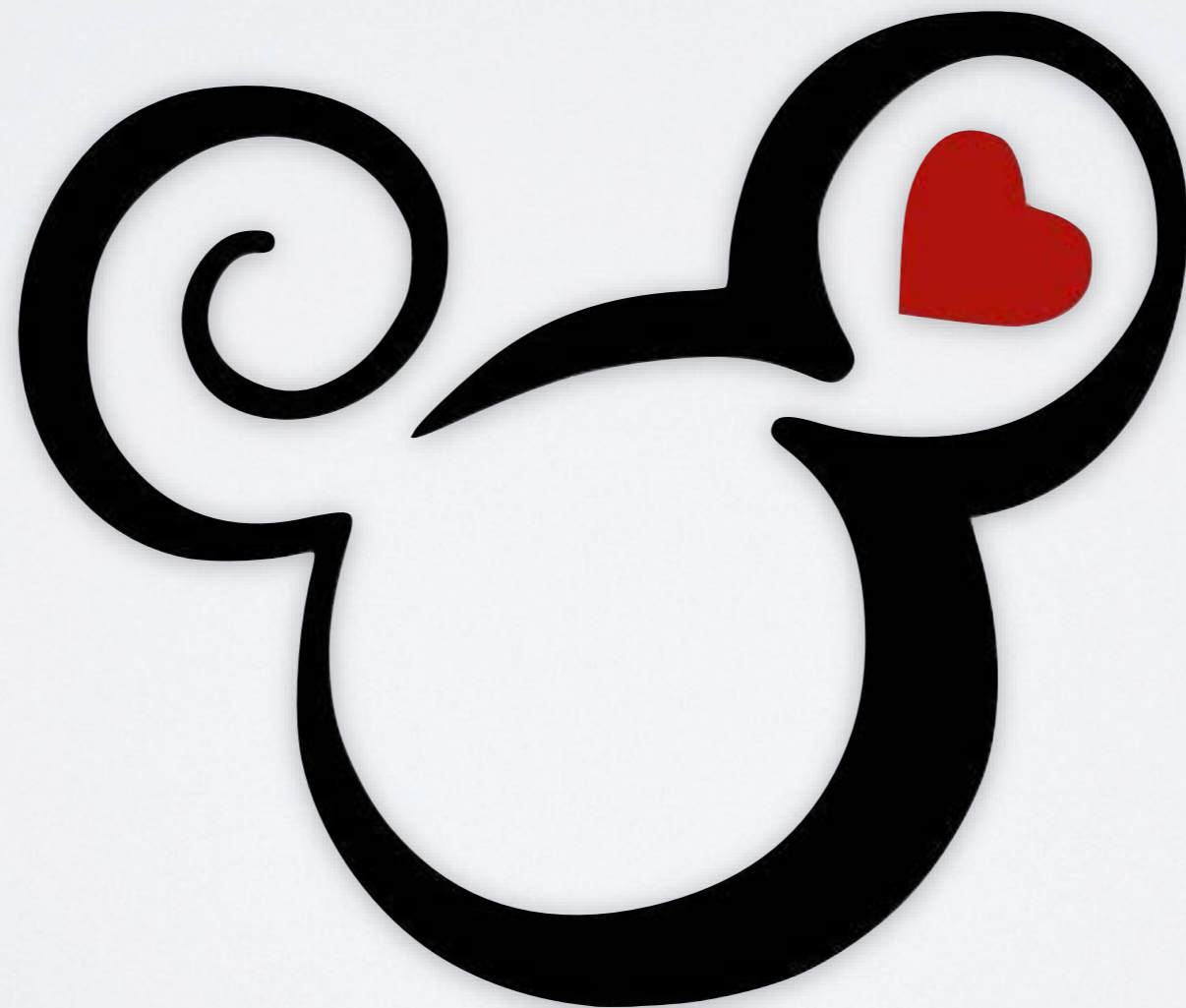
“If you only give people what they already want, someone else will give them what they never dreamed possible.”



Continue to rupture the stereotype and ask detailed questions about our organizations touch points: “How can I make it better?”

BUILDING A FOUNDATION

“You will not be able to deliver an exceptional customer service experience without people who have a genuine desire - a heart - for customer service”

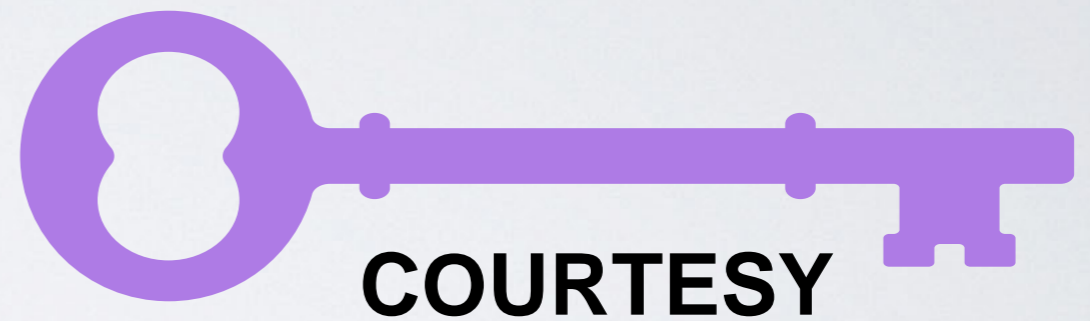


QUALITY STANDARDS

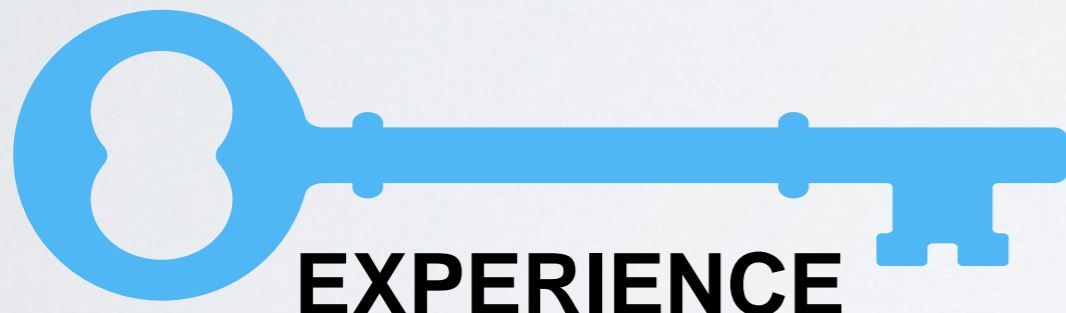
An organizational framework clearly defined in the 4-Keys to success...



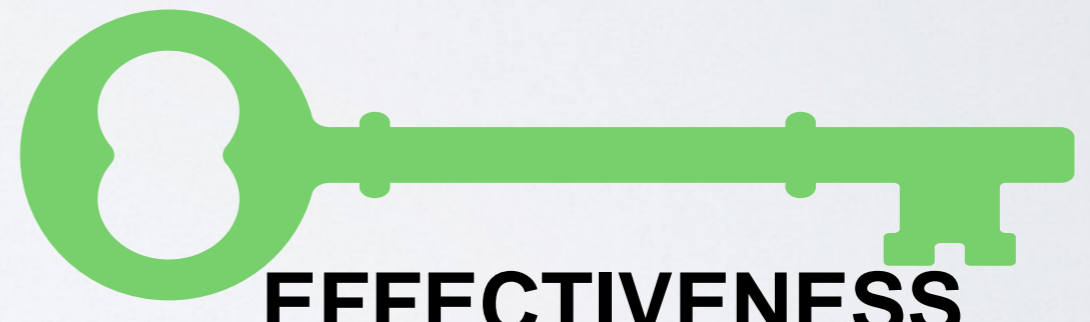
SAFETY



COURTESY



EXPERIENCE

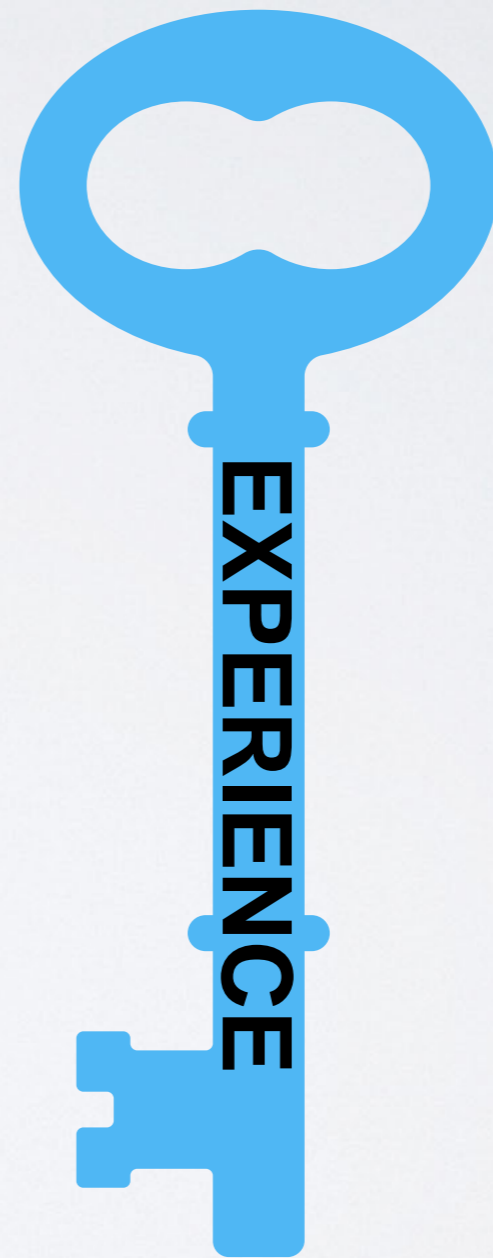


EFFECTIVENESS

The 4-Keys to success operationalize our service standards and behavioral guidelines.

The 4-Keys

Grand Prairie Parks, Arts & Recreation Quality Standards





SAFETY

SAFETY



I provide safe behaviors in everything I do.

- 4 I know and follow all safety policies and procedures.
- 4 I am aware of my surroundings and the hazards that may be present.
- 4 I use proper protection while performing job duties.



SAFETY

I act in a safe manner at all times.

- 4 I take action to always put safety first.
- 4 I avoid short cuts that do not put safety first.
- 4 I recognize, correct and immediately report safety concerns.
- 4 I speak up and encourage safety efforts in others.



SAFETY



I will participate in safety training.

- 4 CPR and First Aid Training
- 4 Monthly emergency action plan training.
- 4 Maintain MSDS sheets in all chemical rooms.
- 4 Practice safe food handling procedures.
- 4 Maintain TABC training.

KNOW THE RULES!





COURTESY

COURTESY

I project a positive image and energy.

- 4 I smile, while being approachable and friendly.
- 4 I am polite and responsive by making eye contact, and greet everyone as they enter.
- 4 I greet, welcome, and thank all guests.

Ears of Experience



COURTESY



I am considerate and respectful to guests of all ages.

- * I engage in all guest interactions.**
- * I keep conversations positive and appropriate.**
- * I show respect for all guests.**
- * I empathize with each guest's unique situation.**
- * I show appreciation.**



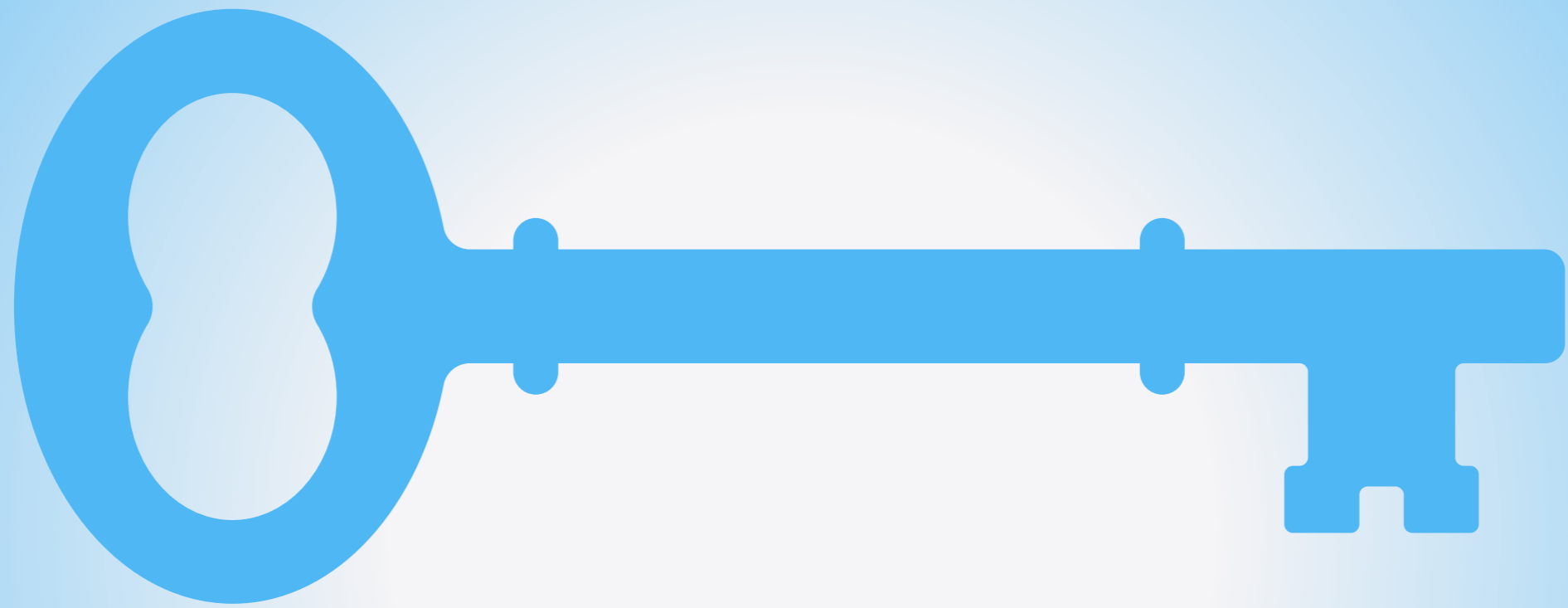
COURTESY



I go above and beyond to exceed expectations.

- 4 I create community by unlocking opportunities.
- 4 I create raving fans through world class service.
- 4 I create lucky moments for guests that engage, inspire and changes lives.
- 4 I anticipate needs and offer assistance before guests even have to ask.
- 4 I introduce people to new classes, programs or events offered throughout the city.
- 4 I empathize with each guests' personal V.I.P situation.
- 4 I provide immediate service.





EXPERIENCE

EXPERIENCE

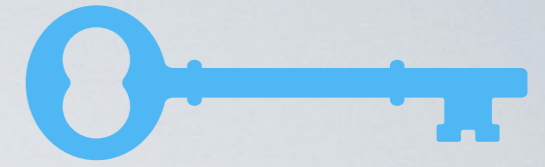


I ensure my area is always customer ready.

- 4 I will keep my space clean and well maintained.
- 4 I will create outstanding first impressions by being alert and aware.
- 4 I take action to always put the guest first.



EXPERIENCE



I will provide professional service.

4 I will dress in uniform with my name tag.

4 I will be neat and well groomed.

4 I will display proper body language sitting up straight while being attentive.

4 I show composure and provide orderliness during stressful moments.



EXPERIENCE



I will be involved in the experience.

- 4 I will engage guests and provide inspiration and encouragement.
- 4 I will know that my actions have the ability to change lives.
- 4 I will know the answers to questions or will find the answers.





EFFEFFECTIVENESS

EFFECTIVENESS



I perform my role efficiently so guests get the most out of their visit.

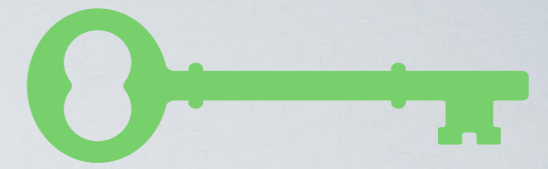
4 I look for ways to reduce lines and hassles.

4 I provide accurate and timely information.

4 I will gain all the knowledge I can in my area and beyond.



EFFECTIVENESS



I use my time and resources wisely.

- 4 I share opportunities to improve my area.
- 4 I will work as a team and support my co-workers.
- 4 I will build partnerships across all areas.
- 4 I will take responsibility to conserve resources.



EFFECTIVENESS



I will take the time to measure success.

4 I will provide time for program surveys.

4 I will track profit and loss.

4 I will get all parties involved in post event evaluations to use in planning for the next year's event.

4 I will take time to thank partners.



ON PURPOSE

PURPOSE...SUPERSEDES...TASK

It is critical to be on-task getting day to day functions completed, but it is more important to be **on-purpose** delivering the organizations Common Purpose to guests using the Quality Standards.

- ❖ Give examples using Common Purpose, Quality Standards, and Tasks.
- ❖ What would be an appropriate off task, but on-purpose moment following the Quality Standards?
 - * Rec Aides/ Lifeguards
 - * Specialist Coordinator Supervisor
 - * Building Services Parks Maintenance



It's Not Our Fault, But It is Our Problem



**IT'S NOT
MY FAULT,
BUT IT IS
MY
PROBLEM.**

- Many times we will hear from guests regarding a complaint that may not be our fault
- In that moment that guest's concern is our problem
- Resolving the guest's concern in a professional and respectful manner is key to turning that guest into a raving fan

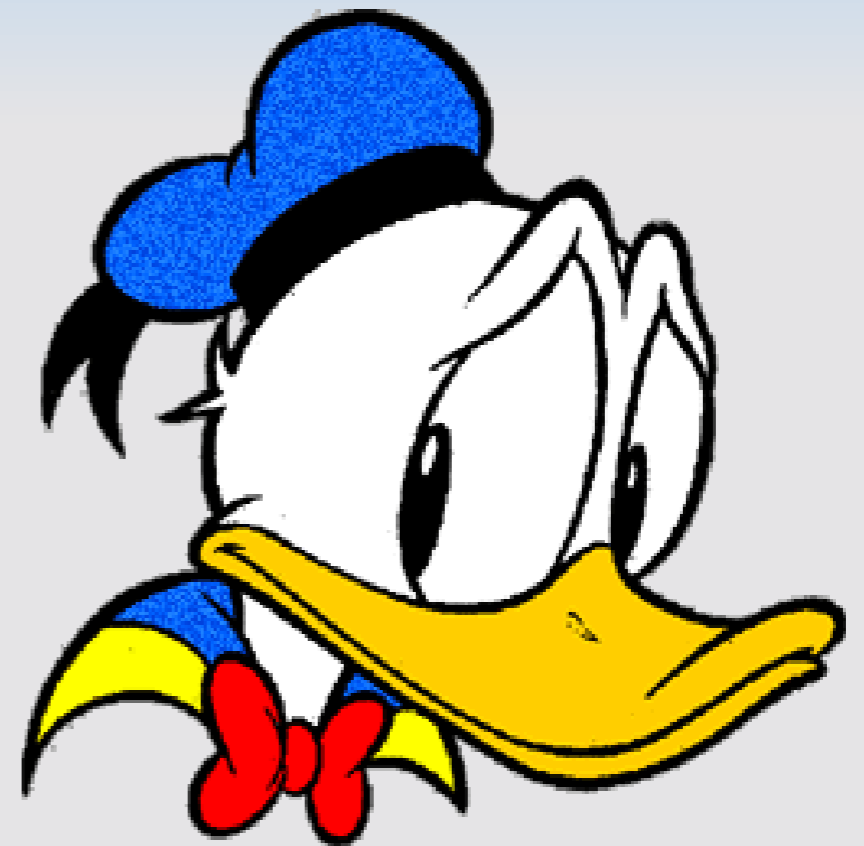
Intentionally Listening



- Keep your Mickey ears open
- Even though difficult at times when a guest is upset, make sure we actually LISTEN to them
- Actively listen in an unhurried manner to the guest's story
- Listen for what, who, or why the guest is upset
- Ask to move to a better listening environment if the area is too congested

Apologize

- Maintain an emotional connection by empathizing
- Validate the guest's feelings
- Take ownership even if the situation has nothing to do with you
- Provide a sincere apology



I'M SORRY

Take Action

- Employees should be empowered to make decisions with the heart of service in mind
- Deliver a clear and concise message on the reasoning behind the painful policy
- Offer an alternative or compromise to show we can make this right
- Provide a contact if they have any other feedback or concerns



**KEEP
CALM
AND**

**CREATE A GREAT
GUEST EXPERIENCE**

Provide Appreciation



- Thank the guest for taking the time to address their concern
- Provide appreciation for their visit today or previous visit if dealing with a past complaint
- Let them know we strive for EPIC service and appreciate their feedback that will help us excel in providing this



Hear
Empathize
Apologize
Respond
Thank

H.E.A.R.T for Service

You're the rootinest,
tootinest!

THANK YOU

