

## Customer Service - The Disney Way

**Service businesses meeting in Orlando heard from The Disney Institute's Rob Morton and Thomas C. Madden, who led the Leadership Begins with World-Class Service session that looked at best practices in customer service.**

According to Morton and Madden, successful customer service boils down to the details, the little things that a company does to better the experience of both the cast mates (employees) and the guests (customers).

Morton and Madden say that success begins at the front line in creating a core team of employees who interact most with customers. While some managers may think that their customer service standards are common knowledge to the front line, Morton says that "common knowledge does not mean common practice." They suggest that it is essential for every leader to not only express his/her values in documents and corporate statements, but in everyday actions.

Morton asks, "What is the one thing that you are doing to delight employees and customers that may or may not be known?" The room was silenced. The question pertains to the "simple details" each FBO uses to create a positive culture for customers and employees — the things that distinguish one FBO from another.

Morton and Madden say that courtesy, efficiency, show (a customer's experience), and safety (which is non-negotiable) are the customer service categories that should be addressed as a company is creating its service theme and standards. The employees, setting (visual and non-visual details), and process (planning/execution) are the delivery systems through which the categories are satisfied.

"It's not financial, it's about the small things," Morton says, be it a multibillion dollar company like Disney or a small business. "Simplicity does not mean expensive."

— DM

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sium TSA general manager Charlotte Bryan says that the agency is indeed preparing to broaden the '12/5 Rule' which to date governs charter and cargo operations.

"Aviation is still a significant threat," says Bryan, who expresses concern that the industry may be returning to pre-9/11 complacency.

Byran says TSA is in the midst of a weight-based study to determine how much to expand the 12/5 Rule, with an emphasis on aircraft that because of size are seen as a greater threat. She also relates that TSA is doing a total reevaluation of security requirements for the SIDA (Security Identification Display Area). The reevaluation will look at both commercial and general aviation airports in the process, she says.

### FBO MARKETING

On the subject of business practices, Scott Fowler, marketing manager with AirBP, offered a broad overview with informational tips to form an original and creative marketing strategy and steer FBO marketing strategies away from "I'm a full-service FBO."

"There are no true gurus in marketing," Fowler says. The trick is trying to appeal to the customer's wants and needs with advertising that causes them to react in 30 seconds or less. In

an advertisement, an FBO has to identify its audience and tell them why they should choose the FBO and where they can find it.

Fowler states that it will take about \$30,000 for a company to start an effective marketing campaign. The initial investment should be backed by a four- to ten-percent revenue commitment each year that's dedicated to marketing if the campaign is to be successful.

Fowler refers to show souvenirs as trinkets and trash, an example of marketing money poorly spent. "I don't like squishy things," he says. "Spend a little extra. It makes more of an impression."

Spending money wisely is also applicable to Web and print-based advertising and Fowler stresses the importance in hiring original and creative PR expertise when building a website or constructing an ad. Get the "best media money can buy."

Even though print remains the biggest advertising medium, according to Fowler, he says that one of the most useful tools for an FBO is a company blog [web log]. With a little effort and a simple daily e-blast about weather conditions, current events, and anything else that may be of interest, an FBO "can turn the blog into a new world of communication."

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