

# FORMING OUR FUTURE

## Leadership Conference

MARCH 6-9, 2024 | ORLANDO, FL

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# Delivering A World-Class Customer Experience: Lessons From The Mouse

Dennis Snow  
Snow & Associates, Inc.



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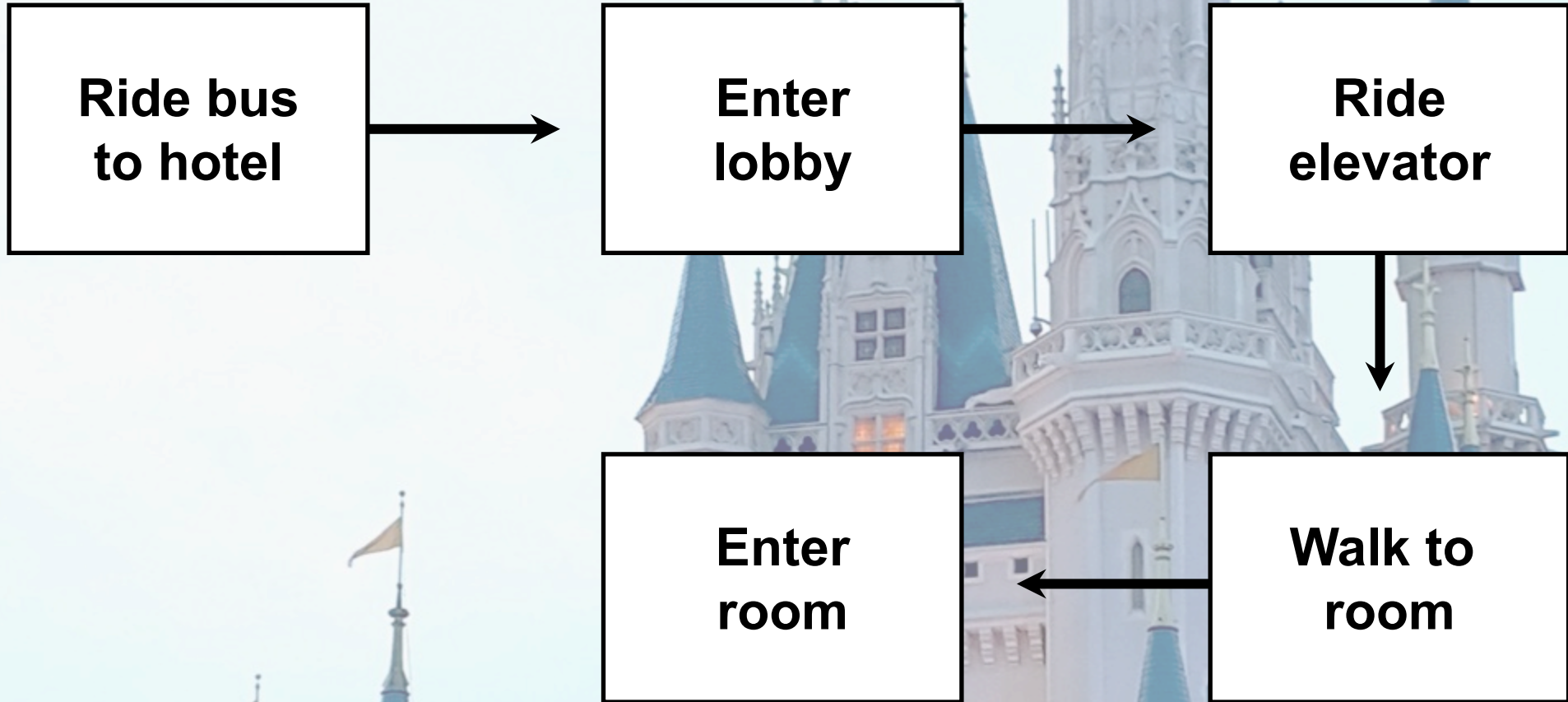
The image shows the facade of the Hollywood Tower Hotel, a tall, multi-story building with a gothic and horror-themed architectural style. The building is primarily a reddish-brown color with dark grey accents. It features several towers with pointed spires, arched windows, and balconies. The central part of the building has a large, dark, jagged opening that looks like a hole in the wall, with a white ladder leaning against it. The sky is a clear, light blue, and there are green trees visible in the lower left and right corners.

*The*  
**HOLLYWOOD TOWER**  
*Hotel*



Look At Everything  
Through the *Lens of  
the Customer*

# Service Mapping





2

**Pay Attention to  
the Details:  
*Everything Speaks***







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**For your convenience  
ice machines are  
located on the floors  
above and below  
this floor.**

**“Attitudinal”**  
**Everything Speaks**

# Everything Speaks

Everything Speaks Distracter	Everything Speaks Commitment



3

**Create**  
*Moments of Wow*

# Customer Expectations





1

**Lens of the  
Customer**



2

**Everything  
Speaks**



3

**Moments of  
Wow**

# Customer Loyalty







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