



CUSTOMER SATISFACTION MEASUREMENT

at DISNEYLAND® PARIS

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Managing Director
Business Solutions – Disneyland® Paris

*“You don't build it for yourself.
You know what people want
and you build it for them.”*

Walt Disney





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CUSTOMER EXPERIENCE : OUR PRIORITY

- **16M visitors at Disneyland Paris**
- **134 000 surveys sent**, 40 000 respondents => return rate of 30%
- Overall Satisfaction : **63% of completely and very satisfied clients**

1- Research activity fully oriented on maintaining high levels of:

- Markets comprehension
- Guest Experience
- Intention to Revisit & to Recommend

2- Support our decision leveraging “ the voice of the Guest”

- To shape marketing & sales, revenue and operational strategies
-

A PROCESS IN 3 STEPS

Disneyland Paris Consumer Insight:

- A dedicated team
- EMEA Expertise center
- 100% in-house



Adapted to all targets

- Leisure vs Business
- Cultural difference
- Volume of visitors

A METHODOLOGY IN ACCORDANCE WITH EACH OF OUR GUESTS



Activities penetration and Guest satisfaction

with Parks, Disney Village and Hotel (Disney or S&A) experiences.

What?



Face to face park interview (i.e. Food) Internet-based study (i.e. Hotels).

Invitations containing a link to the survey are sent out weekly
Respondents have one week to respond to the invitation.
5 points scale (Completely S, Very S, S, barly S, UnSatisfied)

How?



In-person intercept in both parks.
Coupon on the check-in form, filled in by Guests in each Disney Hotel.

When?




Monthly Reporting



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KEY LESSONS AND IMPACTS

+ Case Study

- **Disney Dreams** 
 - **New rooms perception**
 - **Pricing and Communication**
-



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BUSINESS SOLUTIONS : SAME APPROACH

Disneyland® Paris is Europe's biggest integrated events venue

20 years' experience

1,000 events every year (external and internal)



Business Solutions : a 200-strong dedicated events team

200 strategic and operational talents

Meetings & Conferences, Gala Dinners & Privatizations, Reward & Incentive, whether the number 50 or 25,000

Bespoke solutions

Creativity

Innovation

Impeccable service

=> to ensure we meet the clients' challenges and provide a bespoke solution for their event

Clients' expectations are different (leisure vs corporate)

Approach and Interest remain the same



The customer experience is our priority





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A METHODOLOGY IN ACCORDANCE WITH OUR CLIENTS

from 2000 to 2013

All the events are interviewed (600 events/year) / Average return rate of 75%

Survey over the phone (a one-to-one conversation), 3 weeks after the end of the event

Questionnaire: about 80 to 100 questions (closed questions and proposition to add comments)

Written report of each interview

sent to all the persons involved in the event + management

(sales & organization + operations)

Incentive given to employees upon performance

Results every month and Summary 3 months (quantitative and qualitative)

sent to all the relevant departments

Analysis and corrective action plan

Specific call back to each Unsatisfied Client by Management

+ Case study

- Preparation and Follow up

- F&B

- WI-FI

- Accommodation



BUFFET CLASSIQUE 35€50*		
Tous Hôtels Régime 50 personnes		
<p>ENTRÉE</p> <p>DES SALADES POUR LA FRAICHEUR Salade César aux anchois ou Roquefort aux copeaux de parmesan et tomates confites ou Niçoise façon niçoise ou Mesclun aux noix, radis et tomates cerise</p> <p>TENDANCE "MARINE" Panzotto aux crevettes ou Petites merisures aux œufs de saumon ou Salade de thon à la provençale ou Frommes de tomates en vinaigrette nordique, poisson fumé</p> <p>AUTOUR DU FROMAGE Emmental aux pommes et Raisinet ou Fromage de Mezzano au basilic ou Salade à la Grecque à la Feta ADP grecque et à l'ail ou Chèvre mariné, radis et vinaigrette à la kapenacide</p> <p>TENDANCE "VOYAGES" Salade de poulet à l'indienne ou Quinoa aux échalotes et boles de cornesherge ou Salade "Medini" aux aubergines ou Salade gourmande de haricots verts et canaris fumé</p> <p>TERROIR ET TRADITION Saucisson, garniture et chapeau ou Dindon aux légumes grillés ou Pâté de canard ou Farinot de veuille aux légumes</p> <p>PLEINE MER Saumon fumé et crème de raifort ou Crevettes à l'orange et à la coriandre ou Tarama de mini sardins ou Filettes de thon au citron vert</p>	<p>PLAT</p> <p>LES VOLAIRES Cuisse de canard rôtie sauce Shanghai ou Suprême de veuille au citron confit ou Poulet sandwich, sauce à la menthe ou Sauté de veuille forestière</p> <p>LES VIANDES Brioche et agneau rôti, jus au romarin ou Veau sauté à la provençale ou Embricé de bœuf aux cinq parfums ou Curry d'agneau à la Madras</p> <p>LES POISSONS Côte de saumon, jus de tomates ou Égouton grillé, sauce de légumes ou Pavé de saumon à la crème de moultarde ou Duo de poisson, jus au citron</p> <p>LE CHOIX DU VÉGÉTARIEN Cajon végétarienne ou Curry de légumes ou Risotto aux légumes grillés ou Tortelloni à la ricotta et aux épinards</p> <p>LES ACCOMPAGNEMENTS Gratin d'aubergines ou Riz frit ou Ajonché de pomme de terre aux champignons ou Pomme au pisto verde</p> <p>LES ACCOMPAGNEMENTS (SUITE) Ratatouille façon niçoise ou Légumes du moment et beurre d'achocolate ou Potée de haricots verts et persillade ou Gratin d'aubergines</p>	<p>DESSERT</p> <p>ROULÉ DE BRIE ET SA PETITE SALADE</p> <p>LES TARTES Tarte aux pommes façon normande ou Tarte au citron meringuée ou Tarte aux abricots ou Tarte aux mirabelles</p> <p>LES ENTREMETS Caramel au chocolat amer ou Dacquoise aux fruits ou Frotté noir ou Délice aux fruits rouges</p> <p>LES DESSERTS LACTÉS Parfait aux fruits ou Riz au lait ou Fromage blanc au miel ou Sélection de yaourts</p> <p>LES ACCOMPAGNEMENTS Gratin d'aubergines ou Riz frit ou Ajonché de pomme de terre aux champignons ou Pomme au pisto verde</p> <p>CORBILLE DE FRUITS DE SAISON</p>

* Les tarifs ci-dessus sont en € et sont à modification sans préavis. Les menus sont disponibles en français.



+ FY13 Learnings

- The duration of the survey is too long (30-45min)
- The weak base of respondents on some specific places and services

=> insignificant results, no conclusions and possible recommendations

+ Evolution FY14

- Develop a new, brief non-oriented questionnaire, based on the Net Promotor Score approach with open questions
- Analyze customer comments (qualitative analysis) to quickly identify: areas for improvement, our products and services and customer loyalty

+ Objectives

- Get more respondents
- Get more meaningful & spontaneous comments
- Better anticipate and follow dissatisfaction
- Establish corrective actions through a new and more suitable tool
- Develop customer relationships and increase loyalty



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THE STUDY IS EVOLVING

**The approach remains the same:
The meeting planner is interviewed over the phone 3 weeks after the end of the event**

**The questionnaire is different:
from 80 closed questions to 3 closed questions + 4 open questions**

Data processing based more on comments & semantic analysis

Monthly & Quaterly Reportings

NEW QUESTIONNAIRE



Satisfaction Survey



Event

Booking number

Dates

Nationality

Convention center

Accommodation

Number of participants

Event executive

Name of the meeting planner



1/ Following your event xxx , do you **intend to recommend Business Solutions – Disneyland Paris** to your (business) contacts?

In order to answer, please give a note between 1 to 10, where 1 means that you have no intention to recommend Business Solutions – Disneyland Paris, and 10 that you have the firm intention to recommend Business Solutions – Disneyland Paris.

0 1 2 3 4 5 6 7 8 9 10

2/ What is your level of satisfaction regarding:

- **Preparation and Follow-up** of your event with your contact

Completely satisfied Very satisfied Satisfied Barely satisfied Unsatisfied

Comments:

- **Your event on site** (staff, meeting rooms, AV services, accommodation, F&B, entertainment)

Completely satisfied Very satisfied Satisfied Barely satisfied Unsatisfied

Comments:

3/ What do you think about the preparation and organization of your event with your contact (understanding of your needs, advices, reactivity,...) ?

4/ According to you, what are the main strong points of your event (meeting rooms, accommodation, food & beverage, entertainment...)

5/ On which aspects, services, or infrastructures should we have to improve on ?

6/ What are your additional comments or suggestions about your event ?

We thank you for your answers and comments.



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SATISFACTION RESULTS

Results Q1 FY 14 (Oct-Dec 2013)

NPS and analysis of customer verbatim





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NEXT STEPS

Everything's on site - meetings, catering, leisure activities and accommodation, you'll be enchanted.

Lara,
Meeting Planner



Business Solutions Disneyland® Paris is a team of experts dedicated to organising professional events at our all-in-one venue:

- 23,500 m² of event facilities,
- 2 Convention centres and 95 meeting rooms
- 57 restaurants specialising in a vast range of cuisines
- 2 Theme Parks available for private hire
- 14 hotels with a total of 8,200 rooms*

And of course:
• an on-site Eurostar/TGV and RER station
• 45 mins from Paris**
• 10 mins from Disney CDG airport***

With so many pluses, 97% of our customers say they are satisfied****

More info on +33 (0)1 60 45 75 00 or dtp.business@disney.com - Website: www.disneylandparis-business.com

* including 5,000 rooms in the 7 Disney® Hotels. ** By RER station on site. *** Eurostar or Disney Air (subject to availability). **** See www.disneylandparis-business.com for more details.

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Objective: Strive for excellence

- Improve reporting
- Improve communication

97% of our clients are satisfied



THANK YOU

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