

# **CUSTOMER SATISFACTION MEASUREMENT**

## at **DISNEYLAND®** PARIS

Eloi Courcoux Managing Director Business Solutions – Disneyland® Paris



### FIRST KNOW YOUR AUDIENCE

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

Walt Disney





### **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"

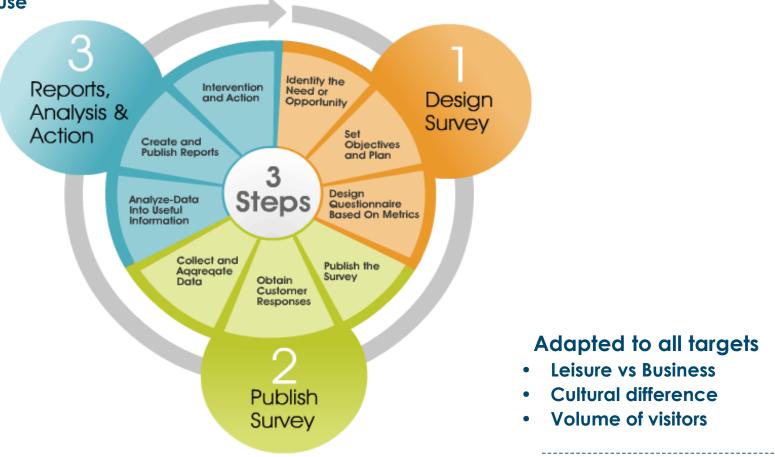
• To shape marketing & sales, revenue and operational strategies



### **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

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### 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)



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





### **KEY LESSONS AND IMPACTS**



• Disney Dreams



- New rooms perception
- Pricing and Communication



### BUSINESS SOLUTIONS : SAME APPROACH

#### Disneyland<sub>®</sub> 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



### 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



### **KEY LESSONS AND IMPACTS**

+ Case study

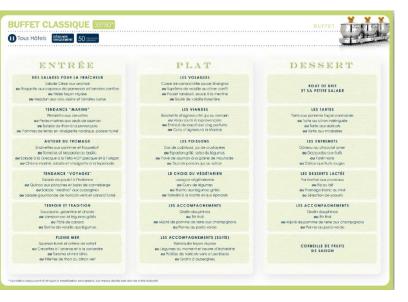
Preparation and Follow up

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- F&B
- WI-FI
- Accommodation









### **CONCLUSIONS BY THE END OF FY13**

# +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

#### + 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

# +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



### 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

BUSINESS SOLUTIONS Different prants	Satisfaction Survey
e 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.

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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:				

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

Completely satisfied Very satisfied Satisfied Barely satisfied Unsatisfied

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.

Comments:



### SATISFACTION RESULTS

### Results Q1 FY 14 (Oct-Dec 2013)

NPS and analysis of customer verbatim



### RESULTS FY 14 – Q1

All events interviewed In Q1 ( Oct- Dec) / Return rate : 72%

### Net Promotor Score oct-dec 13

 Objective promoters 40% / detractors 10%

#### Global Preparation & Follow up oct-dec 13

Completely & very satisfied 76% / barely & unsatisfied 2%

#### **Global Operations oct-dec 13**

Image: Second stateImage: Second state69%29%2%Objective completely & very satisfied 77% / barely & unsatisfied 2%

#### Net Promotor Score LY

$\odot$	<b>(</b>	8
34%	57%	<b>9</b> %

#### **Global Preparation & Follow up LY**

$\odot$	<b></b>	8
<b>72%</b>	<b>22</b> %	6%

### Global Operations LY

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76%	22%	2%

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### **SALES & ORGANIZATION**



Availability of the event manager (trouble in reaching event manager over the phone)

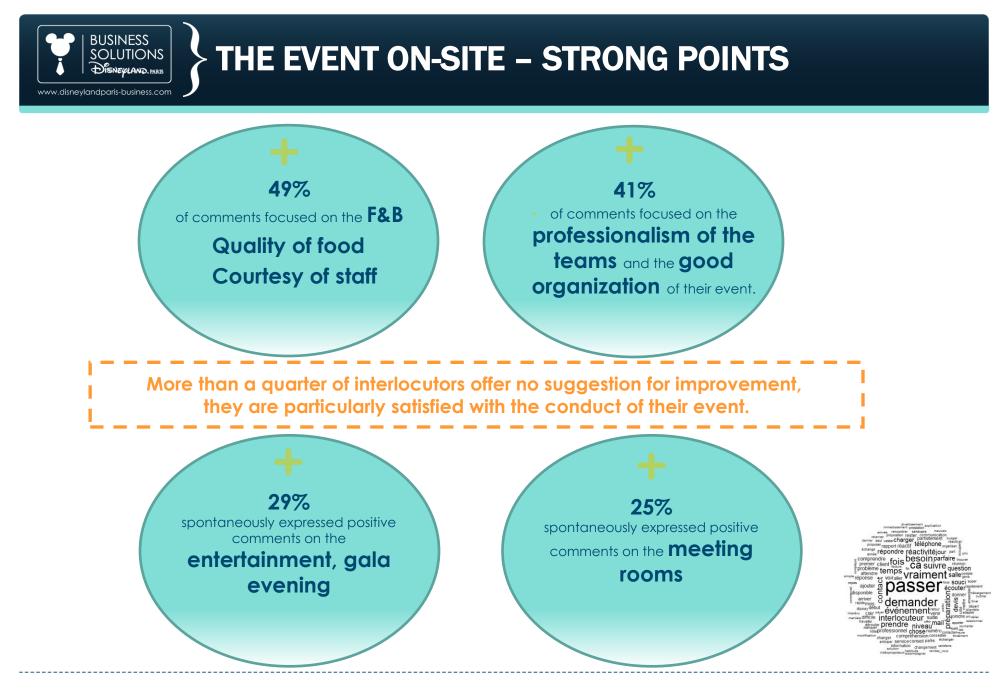
**Good relationship** 

**Responsiveness** 

Understanding of the

needs and objectives

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## **THE EVENT ON-SITE – AXIS FOR IMPROVEMENT**

www.disneylandparis-business.com

**BUSINESS** 

SOLUTIONS DISNEWLAND, PARIS





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

**NEXT STEPS** 



Business Solutions Disneyland® Paris is a team of experts dedicated to organising professional events at our all-in-one venue: • 23,500 m<sup>2</sup> of event facilities, 2 Convention centres and 95 meeting rooms • 57 restaurants specialising in a vast range of cuisines • 27 heme Parks available for private hire • 14 hotels with a total of 8,200 rooms" And course • an on-site Eurostar/TGV and PER station • 35 misstom Parist\*

With so many pluses, 97% of our customers say they are satisfied \*\*\*\* More into on +33 (0)1 60 45 75 00 or dlp.business@disney.com – Webs

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### **Objective:** Strive for excellence

- Improve reporting
- Improve communication

97% of our clients are satisfied



# THANK YOU

For any further information:

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