

Customer Leadership Service: Disney's Magic Formula for Exceptional Guest Experiences

What is CLS?

Combines leadership & proactive customer care
Creates memorable, meaningful guest moments

4 Key Elements of CLS at Disney:

- Anticipate guest needs before they ask
- Strategy + storytelling in guest journeys
- Empower every cast member to lead
- Authentic, value-driven interactions

Why CLS Matters:

Builds lifelong fans, not just satisfied customers
Transforms visits into unforgettable memories

Leadership Takeaway:

Leadership + service = magical experiences anywhere

Final Thoughts from London:

"Disney's Customer Leadership Service reminds us that true leadership shines brightest when it's rooted in genuine care and thoughtful action—lessons any leader can bring to their own "parks" every day."

