



PRINCETON REGIONAL
CHAMBER OF COMMERCE

champions for business

182 Nassau St.
Suite 301
Princeton, N.J. 08542
Phone 609-924-1776
Fax 609-924-5776

FOR IMMEDIATE RELEASE

Media Contact:

Jennifer Guhl
Marketing & Communications Director
(609) 924-1776, ext. 104
Jennifer@princetonchamber.org

The Princeton Regional Chamber of Commerce and Robert Wood Johnson Hamilton Host Disney Institute's Approach to Quality Service Leadership Program

Princeton, NJ – April 13th, 2015 – The Princeton Regional Chamber of Commerce and Robert Wood Johnson Hamilton are proud to welcome Disney Institute's *Disney's Approach to Quality Service* to Princeton and the Central New Jersey region. *D'Think* is part of *Disney's* International Leadership Training Program series connecting great leadership to improved service performance. The *Disney D'Think* program will be held at the Robert Wood Johnson Conference Center in Hamilton on June 2nd from 8:00 a.m. – 4:00 p.m.

Participants will learn how to:

- develop an organizational framework that supports consistent delivery of quality service,
- adapt the Disney service approach and tailor it to your business,
- design quality service standards and processes to create a consistent service experience,
- use tools to gauge the needs and expectations of your customers at an individual level, and
- develop processes to deliver on your quality service commitment and recover effectively from a service failure while strengthening customer relationships.

The Disney Institute uses business insights and time-tested examples from the Disney organization to provide relevant illustrations and engaging stories that, with adaptation, can be applied across the public, private, and social sectors to inspire professionals to positively impact their organizations and the customers they serve. When team members' behaviors are reinforced through positive feedback, they feel valued and appreciated and will make sure their customers do as well. "We are proud to partner with the Disney Institute and Robert Wood Johnson Hospital" said Princeton Regional Chamber of Commerce CEO & President Peter Crowley. "This continues our Chambers quest to bring powerful leadership programs to our clients throughout our regional footprint"

Excellent service does not simply come from a friendly transaction or helpful technology—it is the result of truly understanding your customer's expectations and putting the right guidelines and service standards in place to exceed them. When an organizational framework properly unites its people, place and processes by putting the customer at its core, exceptional service becomes possible across customer touch points. This creates greater intent to return and recommend, as well as a stronger competitive edge. With more than 90 years of world-renowned customer service, no one understands this better than Disney. With a common purpose and quality standards, employees at the front line are empowered to perform because they are equipped with the right tools and clear service expectations. When team members' behaviors are reinforced through positive feedback, they

feel valued and appreciated and will make sure their customers do as well.

“Our mission at RWJ Hamilton has always been to provide ‘Excellence Through Service and Quality,’” said RWJ Hamilton President & CEO Richard Freeman. “So sponsoring this program with a company like Disney that has been so successful in promoting the importance of quality customer service is a great opportunity for us to reinforce this mission in our local business community.”

Disney Institute courses qualify for nationally and internationally recognized continuing education units with the; International Association for Continuing Education and Training (IACET), American College of Healthcare Executives (ACHE) the National Association of State Boards of Accountancy (NASBA - CPE credit) and the *Disney Institute* is authorized to award ACHE Category II continuing education credit for each contact hour of educational programming, applicable toward advancement or recertification in the American College of Healthcare Executives.

Disney Institute’s *Disney's Approach to Quality Service* will take place from 8:00 a.m. to 4:00 p.m. on June 2nd at the Robert Wood Johnson Conference Center. Tickets are \$359 for Chamber members and \$399 for non-Chamber members. Early bird pricing is available through April 1st, which is \$329 for Chamber members and \$359 for non-Chamber members. For or more information, please contact Kara Grimes, Events Director at (609) 924-1776, ext. 100, kara@princetonchamber.org or visit www.princetonchamber.org.

###

The Princeton Regional Chamber of Commerce – The Princeton Regional Chamber of Commerce is a membership organization committed to promoting business growth within the Princeton Region and surrounding areas. With more than 3,000 individual Chamber member contacts and more than 1,000 Member companies, the Princeton Regional Chamber of Commerce membership covers five central New Jersey counties including Mercer, Somerset, Middlesex, Hunterdon and Monmouth with membership as far as New York, Philadelphia and Canada. More information about the Chamber can be found at www.princetonchamber.org

RWJ Hamilton - Robert Wood Johnson University Hospital Hamilton (RWJ Hamilton) is part of the Robert Wood Johnson Health System. The organization serves communities within a five-county area and includes an acute care hospital, Rutgers Cancer Institute of New Jersey Hamilton, affiliated medical groups, the Lakeview Child Centers, and the RWJ Fitness & Wellness Center. The Robert Wood Johnson Conference Center supplies corporate, government, nonprofit, and private parties with a professional venue for meetings and events. Located inside of the RWJ Fitness and Wellness Center you will find meeting space to accommodate meetings for groups of 5 up to 200 people. For more information go to conferencecenter.rwjhamilton.org or email bweiner@rwjuh.edu.