

# Internal customers of disneyland paris

Life



There are a number of needs and expectations in which Disneyland's internal customers deserve and expect, if these needs and expectations are not met they will be unhappy and inefficient in the work and therefore provide a poor customer service, which in turn will deter repeat custom. Disneyland Paris gives their employees the title 'Cast Members'. The term Cast Member comes from the entertainment industry. Each employee of Disneyland Paris is part of the cast working either onstage or backstage to put on the 'magical show' provided by Disney.

Therefore providing their employee's with different job titles will provide the staff with assurance and self esteem that they are valued in the job they are carrying out. Disneyland Paris currently employ over 12, 000 Cast Members with a combined effort of over 100 different nationalities this would therefore be important as there are a number of different people coming from all over the world with a number of different languages being spoken throughout the park consequently it would be vital that Cast Members can interact with these different customers.

Each Cast Member is trained in specific worlds; this means that each member of the staff is trained to bring about the completion of a certain task, for example, some people would be trained to cook and prepare food while others would be trained to fix broken machinery or rides. This training would be an expectation of Disney's internal customers as if they aren't correctly trained in the job they may not be able to carry the work out to a high level of efficiency and may also have a high number of errors while working.

If the employees weren't trained correctly in their specific areas of work then this would also decrease their level of customer service provided which in turn would have negative effects on Disney. Internal suppliers must be treated with a high level of customer service, this would be vital to the running of Disneyland Paris as the internal suppliers are the people who attract and transport people into the Disney resort. Travel agents provide Disney's customers with four main ways of gaining access to the resort; these include air travel, car, bus and train (Eurostar).

Disney carried out a survey into how people arrived to join the resort and came up with this data: - Arrived by Train: 35% - Arrived by Plane: 29% - Arrived by Car: 26% - Arrived by Bus: 10% This data shows us that a total of just 26% of all UK Disneyland Paris visitors make their own way into the resort without going through an internal supplier and the other 74% arrange to stay in the Disney Resort through a travel agent so it is vital that these internal suppliers are treated with high respect and have been provided with a good customer service because without them, less people would be entering the park on an annual basis.

Disneyland Paris also provides services for any business customers who may wish to use their resort as a meeting place and require their facilities. The various places throughout the Disney Resort are business and family friendly but the main business areas would be Planet Hollywood, Rainforest Cafe?? , Buffalo Bills or even for night life the night club Hurricanes.

It is important that Disney provide places in which business talks can be held and discussed, it is also important that they provide the business individuals

with facilities to use and places to go to enjoy their selves during their stay at the resort, however, if this range of facilities was not available it would be a less appetising place to hold business conferences and in turn would lose custom for Disneyland Paris which in turn would lose them revenue and profit. Internal customers of Marks & Spencer's Marks and Spencer's internal customers consist of Employee's, Managers, Shareholders and the various people who work in the different departments of the business; for example Human Resources or Finance.

All these internal customers within Marks and Spencer have a series of wants, needs and expectations therefore it is important that these are met to ensure a high quality work force which in turn will provide a high quality customer service. One of the needs for the employees of Marks and Spencer would be suitable break times.

To ensure this need is met Marks and Spencer have set out these break rules; 0-4 hours they don't get a break, work 4-6 hours they get 30 minutes, 6-8 hours they get 45 minutes break and if they work 10 hours + they get 1 hour break. Under 18's are entitled to longer breaks, which is why M; S deter from employing many under 18 year olds. These break times all comply with the working regulations time act. A want to match this need would be that Marks and Spencer provide their staff with somewhere to go during their break times and to provide food for them to eat during this break.

To meet and exceed this aim Marks and Spencer have various staff rooms and a Cafi?? revive. The staff room is somewhere, where employees can sit and relax during their break times with tables, chairs, sofas and a television

all provided. In the Cafi?? revive Marks and Spencer offer a place where employees can eat a packed lunch, make full use of the fridges and microwaves provided and they can also purchase low priced Marks and Spencer food to eat during this break.

This would be a major incentive for Marks and Spencer to entice employees into the company and as the wants of the internal customer have been met and exceeded it is very likely that employees will be much happier in their work place and in turn will provide an excellent customer service to all customers and make them feel valued when shopping in store. This will in turn help to increase repeat customer and generate more sales and revenue for Marks and Spencer. Another expectation for the internal customers of Marks and Spencer would be financial incentives.

In order to meet and again exceed these expectations Marks and Spencer offer discount cards to all their internal customers. These discount cards allow the user to gain a total of 20% off all products in store except electrical items as these are the only things in which Marks and Spencer do not product their selves. Employees also have the option to nominate one family member to be granted a discount card in which they have the same abilities and benefits as if they worked there.

Internal customers are also entitled to purchase high quality Marks and Spencer goods from the staff shop at a quarter of the original price; for example if sandwiches were usually sold for i?? 1 each, the staff shop would sell them for 25p each. This would be a major incentive to attract new employees and increase customer service provided by these employees as it

not only benefits themselves but their families too with cheap products, high quality products being provided.

This increase in customer service would then lead to the increase of team moral throughout the Marks and Spencer stores, which in turn would increase the level of customer service provided by each staff member.

Another want for the internal customers of Marks and Spencer would be health insurance (H. A. S). Once again Marks and Spencer have not only met this want but have exceeded it. In order to achieve this they have provided a health care service in which 2/3 of their total staff have signed up for.

This is majorly beneficial for the internal customers of Marks and Spencer, as it will make them feel respected and valued. This would again lead to an increase in customer service. A final want for the internal customers of Marks and Spencer would be a chance to save and invest money. In order for Marks and Spencer to achieve this aim they must devise a way in which would be beneficial to them and also beneficial towards their internal customers. This is when Marks and Spencer came up with a scheme titled 'save and share scheme'.

This scheme consists of employees paying a fixed fee each month in which they can save and take out when they wish or buy shares in Marks and Spencer. This would be a incentive to spur workers on and would also be a good motivator as they could save money all year and take it would when needed; for example a holiday or Christmas time. Again like the rest of the points this would lead to the internal customer providing a higher standard

of customer service. A final expectation for the internal customers of Marks and Spencer would be training.

This would be vital and employees would insist on training in order to complete their jobs and to complete them to a high standard and efficiency. Marks and Spencer's first employee people then give them substantial training and provide them with plenty of experience in order to complete their work. During this training employees will learn how to first meet customer expectations then exceed these expectations, in order to achieve this they are taught skills which including; strong positive attitude at all times, enthusiasm, knowledgeable and a 'can-do' attitude to all work.

All this training will lead to an all round excellent customer service in which the customers will feel extremely valued which a high percent of repeat custom. Shareholders are internal customers who hold a stake in the M & S business, and rely on them to make a profit, as M & S is a big business the share holders will not have much involvement within the business as say you would with a much small company such as a sandwich shop. The shareholders are only interested if M & S made a profit and are gaining a good return of their shares.

If M & S are not fulfilling what the shareholder are looking for then they are likely to sell their share of the business. If M & S are not gaining enough profit then potential investors are going to take their interest somewhere else. External Customers An external customer can be one of three things; ordinary customers of the business, another business or organisation, all customers which are based outside the business (external). Usually the

external customer, business or organisation is the person in which is providing goods or services for, basically the buyer.

Good external customer service is essential for a business as bad customer service can lead to customer loyalty being broken and a bad word of mouth being spread which will impact negatively on the businesses reputation.

There are numerous external customers, these include: State and society The state, usually incorrectly referred to as just the government, is a major customer in a business. It collects all taxes, but also insists business implement the required necessary laws including health and safety, employment right acts and equal opportunities legislations.