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BRUCE LOEFFLER is the Co-Founder and President of Experience International. In his 10 years at Disney, Bruce held several key positions including the first Disney Service Excellence Coordinator. Bruce has developed numerous training programs for Disney and other Fortune 500 Companies specializing in customer service, motivation, communication, leadership and the Customer Experience.

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specific points of inflection that will drive you towards that of the exceptional.

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The Experience The 5 Principles Of Disney Service And ...

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The Experience The 5 Principles

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Principles, of which there are five in total. The first four deal directly with the Experiential interface with the consumer, customer, and client, while the fifth and final directly addresses the experience you create internally for employees.

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5 Principles for First Time Experience. For many product teams increasing conversion is difficult as users drop off early in the lifecycle. Often users don't know how to get started. They get stuck, feel frustrated, stop using the product all together, and don't benefit from the promises of the product designed for them.

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