Care Like a Mouse, Chapter Six – PREsponding to Problems, Table 6-1, Customerization in 3D Worksheet

Customerization in 3D is a Disney inspired filter for responding to customer needs. Use this worksheet to identify the best responses to your customer situation.

Directions

Following the format of the Magic Kingdom Parking Lot example provided below, identify the 3D situations your customers experience. For each situation, think about the Demands your customers make and document them in the left-hand column. In the middle column, identify the Dramas that may be underlying those demands. Then, in the right-hand column, identify the Hidden Desire the customer really wants.

3D Magic Kingdom Parking Lot Example:

Demand – What they say	Drama – What they feel	Desire – What they want	PREsponse – What we will do
What did you do with my car?	Frustrated, angry, fearful, tired	'Magical' transport to car	Tell them what row the car is in and drive them right to it

3D Situation:

Demand – What they say	Drama – What they feel	Desire – What they want	PREsponse – What we will do
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3D Situation:

Demand – What they say	Drama – What they feel	Desire – What they want	PREsponse – What we will do
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3D Situation:

Demand – What they say	Drama – What they feel	Desire – What they want	PREsponse – What we will do
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3D Situation:

Care Like a Mouse, Chapter Six – PREsponding to Problems, Worksheet 6-1, Customerization in 3D

Demand – What they say	Drama – What they feel	Desire – What they want	PREsponse – What we will do

3D Situation:

Demand – What they say	Drama – What they feel	Desire – What they want	PREsponse – What we will do

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3D Situation:

Demand – What they say	Drama – What they feel	Desire – What they want	PREsponse – What we will do
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3D Situation:

Demand – What they say	Drama – What they feel	Desire – What they want	PREsponse – What we will do
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3D Situation:

Demand – What they say	Drama – What they feel	Desire – What they want	PREsponse – What we will do
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Care Like a Mouse, Chapter Six – PREsponding to Problems, Table 6-1, Identifying Touch Point Tools

Which of the situations and solutions listed above offers the best opportunity for PREsponding to customer need?

Opportunity One: _____

Opportunity Two: _____

Opportunity Three: _____

What will you do to take advantage of these opportunity(ies)?

_____

_____

_____

_____

_____