

# LOUIE GRAVANCE

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## INTRODUCTION

(I INVITE MY HOSTS TO CUSTOMIZE AND EDIT THIS TEXT PER THEIR NEEDS)

It is my pleasure today to introduce our keynote speaker, Mr. Louie Gravance. Louie is a customer service guru and former training designer for Walt Disney World in Orlando, Florida.

Now, there are many very good speakers on the quality of Disney's service reputation, but we wanted to hear from someone who has made those principles applicable in other types of business.

After almost two decades with Disney, Louie was drafted by Bank of America and ING Financial to help re-think service in the investment industry. There, Louie became the first Disney University professor to successfully replicate and implement the Disney curriculum outside of Disney, bringing him national attention and a new career in speaking and consulting. Including playing a special role in the opening of the Harry Potter lands at Universal Studios.

Louie's fundamental message is that delivery of excellent customer service is transformational. Not just for the recipient but, just as importantly, for the provider as well. Excellent service requires the ability to constantly see your efforts through the lens of the customer's eyes.

Louie is also the author of a popular new book: "SERVICE is a SUPERPOWER-Lessons Learned in a Magic Kingdom".

We're grateful to have him here today to help us explore ways of continually and constantly creating "Wow moments" for our clients and each other. Please welcome Mr. Louie Gravance.