

Paper 368-2007

# Keynote Presentation: Customer Managed Relationships at Disney

Tom Boyles, Disney Theme Parks and Resorts

## ABSTRACT

The idea of creating lifelong relationships has never been more achievable than it is today. With the advances being made on the Internet, in data mining and modeling applications, and in data collection and database technology, the idea of "knowing" your customer over an entire lifetime is actually happening. It's also happening in a relative small number of companies.

This session focuses on what Disney is doing to separate from the pack by solving this relationship differentiating opportunity.

**No paper was submitted for publication.**

## CONTACT INFORMATION

Tom Boyles  
Disney Theme Parks and Resorts

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Other brand and product names are trademarks of their respective companies.