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Be Our Guest: Perfecting The Art Of Customer Service (Disney Institute Book, A)



Synopsis

Exceeding expectations rather than simply satisfying them is the cornerstone of the Disney approach to customer service. Now, in honor of the tenth anniversary of the original Be Our Guest, Disney Institute, which specializes in helping professionals see new possibilities through concepts not found in the typical workplace, is revealing even more of the business behind the magic of quality service. During the last twenty-five years, thousands of professionals from more than thirty-five countries and more than forty industries have attended business programs at Disney Institute and learned how to adapt the Disney approach for their own organizations. Be Our Guest highlights the successes many of these companies have achieved, plus the key processes and best practices that have made Disney a trusted and revered brand around the world for more than eighty-five years.

Book Information

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Customer Reviews

I highly recommend this easy-reading book for three reasons. First, it helped me understand and appreciate how Disney continues to deliver the highest quality products and services year-in and year-out. Secondly, it clearly described many proven ways and concepts to improve my organization's customer service. Lastly, this book gave me a lot of practical lessons that can and should be adapted to fit into most management or leadership situations. I read a couple of outstanding books by Disney-outsiders ("Built to Last" by Jim Collins and Jerry Porras, and "The Disney Way" by Bill Capodagli and Lynn Jackson) about how and why they were so impressed with

Disney. I wanted to read a book about a Disney-insider's perspectives on what Disney does to impress everyone and exceed all expectations. This book showed me the "what" of Disney's practical magic of customer service: a full-time business of shared values, enforced standards, focused work, self-discipline, and attention to detail that is virtually transparent to all Disney guests. I got all that I wanted and more from this outstanding book. After I finished reading this book, I read through my highlights and realized that the following paragraph from the introduction perfectly previewed the book: "In this book, we take you behind the scenes to discover Disney best practices and philosophies in action. We provide you with an insider's glimpse of quality service principles in action both at Walt Disney World, as told from the perspectives of cast members [Disney-speak for "employees"], and in other organizations, as told by executives who have participated in Disney Institute programs. Walt Disney's fundamentals for success still ring true. You build the best product you can."

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