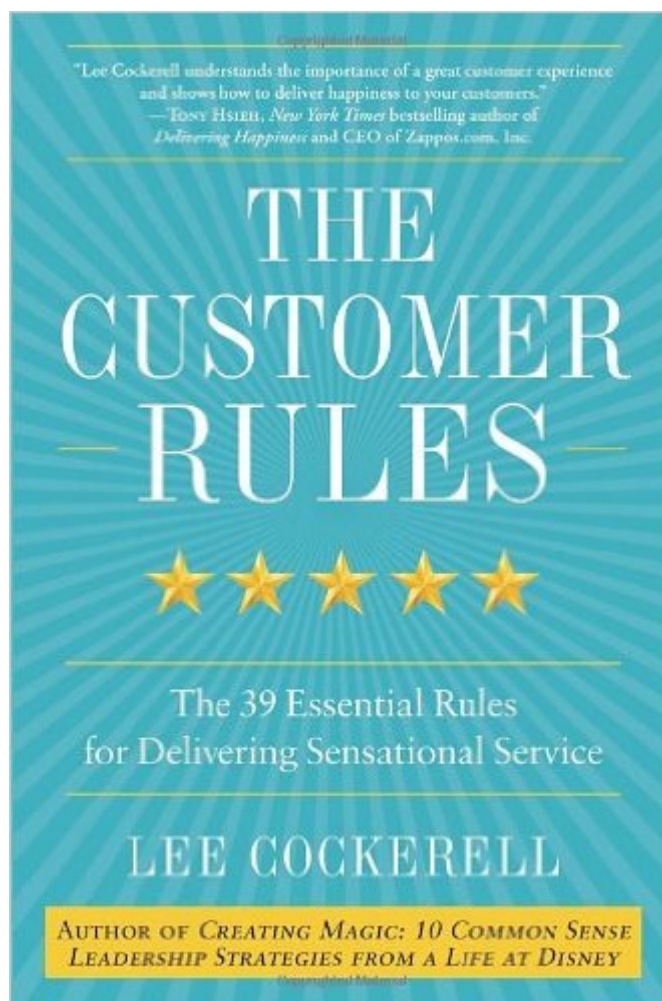


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# The Customer Rules: The 39 Essential Rules For Delivering Sensational Service



## Synopsis

The former EVP of Walt Disney World shares indispensable Rules for serving customers with consistency, efficiency, creativity, sincerity, and excellence. Lee Cockerell knows that success in business "any business - depends upon winning and keeping customers. In 39 digestible, bite-sized chapters, Lee shares everything he has learned in his 40+ year career in the hospitality industry about creating an environment that keeps customers coming back for more. Here, Lee not only shows why the customer always rules, but also the Rules for serving customers so well they'll never want to do business with anyone but you. For example: Rule #1: Customer Service Is Not a Department Rule #3: Great Service Follows the Laws of Gravity Rule #5: Ask Yourself "What Would Mom Do?" Rule #19: Be a Copycat Rule #25: Treat Every Customer like a Regular Rule #39: Don't Try Too Hard As simple as they are profound, these principles have been shown to work in companies as large as Disney and as small as a local coffee shop; from businesses selling cutting-edge technologies like computer tablets to those selling products as timeless as shoes and handbags; at corporations as long-standing as Ford Motors and those as nascent as a brand new start-up. And they have been proven indispensable at all levels of a company, from managers responsible for hiring and training employees, setting policies and procedures, and shaping the company culture to front line staff who deal directly with clients and customers. Chock-full of universal advice, applicable online and off, *The Customer Rules* is the essential handbook for service excellence everywhere.

## Book Information

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## Customer Reviews

Buy this book and put the rules to work! I admit that I was skeptical about customer service guidelines. I'm a graduate of business school and have been a victim of multiple 'management fad of the week' programs. "Ten simple rules" don't cover enough situations, and ten rules are too many to remember after a 90-minute inspirational lecture. As a permanent employee development tool, "The Customer Rules" is valid. There are actually 40 rules with the first: "Be Nice." I'm going to call attention to Rule #2 (You win customers one at a time and lose them a thousand at a time) and Rule #39 (Don't try too hard) because I ran into yet another management fad--incessant check-out clerk chatter. I am not going to enter that store again. It was close to closing, I didn't find what I wanted because they didn't have it but had about \$40 in stuff that looked good--and first I got bumped from next-in-line at a register to another register (so that they could close up) and then I was asked six questions one after the other. Yes, the clerks were following corporate policy: suggestive selling, making certain that I was a satisfied customer, gathering demographic information. And being friendly. I had been in line too long, and now it was taking up my time as the clerk chattered on (following corporate policy to be 'friendly') and I ran out of time and missed the beginning of my movie anyway. I'm not going back to that store. I stopped the transaction and didn't purchase the items I wanted because the clerk tried too hard, would not shut up and ring me up, and her feelings must have been hurt. I will have to think twice before entering other stores in that chain, too. Limit the questions to five or six! What are the most important three questions?

On an intellectual level, we all know what it takes to give good customer service. We all have stories about great customer service we gave or received, and we all have stories about not-so-great customer service that could have been great customer service if just one little aspect changed. String it all together in a cohesive manner, pepper it with encouraging words, and you've got another motivational book on customer service. Toss in some impressive credentials, and that book can get published. And that's what we have here. I'm not saying that's a bad thing. On the contrary; it's a good thing. A never ending stream of customer service books (and seminars, and convention speeches) is part of what keeps us motivated. Hearing what we already know from an outside perspective is necessary. And this book is as good, if not better than many. But sometimes I over-think things, and look too deep. I go beyond that motivational veneer, and start to examine the perspective of the author. And two things really got my attention in this book. First off, the author likes to drop names. Not the names of the troupers on the front lines who are delivering the great customer service, but the names of managers and executives at companies that he likes, as well as people he's worked with. I'm sure these people are all very deserving, but after a couple chapters, I

started to get the feeling he was either paying-off debts, or buttering-up potential employers, and it got distracting. The other thing that was made clear is that he does not like Delta Airlines.

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