

The book was found

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

Series: Disney Institute Book, A

Hardcover: 224 pages

Publisher: Disney Editions; Rev Upd edition (November 8, 2011)

Language: English

ISBN-10: 1423145844

ISBN-13: 978-1423145844

Product Dimensions: 6.5 x 0.8 x 9.5 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (156 customer reviews)

Best Sellers Rank: #6,830 in Books (See Top 100 in Books) #5 in [Books > Travel > United States > Florida > Disney World](#) #5 in [Books > Travel > United States > Florida > Orlando](#) #6 in [Books > Business & Money > Marketing & Sales > Customer Service](#)

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.

[Download to continue reading...](#)

Be Our Guest: Perfecting the Art of Customer Service (Disney Institute Book, A) Be Our Guest: Revised and Updated Edition: Perfecting the Art of Customer Service (The Disney Institute Leadership Series) Be Our Guest: Perfecting the Art of Customer Service Disney (Disney, Disney Biography, Disney Books, Disney Series Book 1) The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service Professional Guide to, 5) (The Food Service Professionals Guide To) The Food Service Professional Guide to Controlling Restaurant & Food Service Food Costs (The Food Service Professional Guide to, 6) (The Food Service Professionals Guide To) Customer Service: Career Success Through Customer Loyalty (6th Edition) The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations Exceptional Service, Exceptional Profit: The Secrets of Building a Five-Star Customer Service Organization Civil Service Exam Secrets Study Guide: Civil Service Test Review for the Civil Service Examination (Mometrix Secrets Study Guides) Food Service Menus: Pricing and Managing the Food Service Menu for Maximum Profit (The Food Service Professional Guide to Series 13) Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless: How to Make Customers Love You, Keep Them Coming Back and Tell Everyone They Know Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level Color Atlas and Synopsis of Clinical Ophthalmology -- Wills Eye Institute -- Glaucoma (Wills Eye Institute Atlas Series) Color Atlas and Synopsis of Clinical Ophthalmology -- Wills Eye Institute -- Retina (Wills Eye Institute Atlas

Series) Color Atlas and Synopsis of Clinical Ophthalmology -- Wills Eye Institute --
Neuro-Ophthalmology (Wills Eye Institute Atlas Series) Our Church Guests: Black Bonded Leather,
Gilded Page-Edges (Bonded Leather Guest Books) The Big Book of Customer Service Training
Games (Big Book Series)

[Dmca](#)