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Be Our Guest: Perfecting the Art of Customer Service (Disney Institute Book, A)

The Disney Institute, Theodore Kinni
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REVISED AND UPDATED EDITION

BE OUR GUEST

Perfecting the Art
of Customer Service



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#5432 in Books Disney Institute (COR)/ Kinni, Theodore/ Staggs, Tom (FRW) 2011-11-08 2011-11-08 Original language: English PDF # 1 9.50 x .75 x 6.50l, 1.00 #File Name: 1423145844224 pages Disney Editions | File size: 17.Mb

The Disney Institute, Theodore Kinni : Be Our Guest: Perfecting the Art of Customer Service (Disney Institute Book, A) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Be Our Guest: Perfecting the Art of Customer Service (Disney Institute Book, A):

2 of 2 people found the following review helpful. Some Disney Magic you can take home and use By Dr. Peter

DaviesDisney create a magical experience whilst you are in the resorts and theme parks. But of course it doesn't happen by magic. They don't have a secret pixie dust mine run by dwarves. They use the combination of cast, setting and process to superb effect. They do have an excellent cast- who are very well trained and drilled- and who have very clear priorities set for their work. This clarity allows them to do their work well- and creates a safe framework within which they can improvise freely and safely- creating magical moments and memories for guests. Disney Cast are simultaneously very disciplined, and yet very free and trusted. This is a good combination to achieve in any industry yet rarely done as well as by Disney and its cast. In particular the need for control and direction felt in many organisations actually leads them down the path to failure. The chains of unjustified assurance (See for example The Audit Society: Rituals of Verification demanded in many companies and government departments are actually reducing their degrees of control, and their degrees of effectiveness. The staff end up unable to give their best and the managers fruitlessly keep wondering how to bring out the best in their staff...without giving up control. Disney uses a simple approach based on overarching priorities and then local adaptations for particular settings. Their overarching priorities are very clear- safety, courtesy, show, efficiency, and in that order. Safety is not easy to assure at Disney- huge numbers of guests, and so eventually an incident will occur, even if the risk is one in a million or less- they have that many visitors so that a one in a million event will happen somewhere. Staff are trained to mitigate this risk. Courtesy is their next step. Everyone is a very individual person- and Disney try to match their staff with the people they are serving. They also study culture across the world- and make their gestures clear but neutral and inoffensive. For example a pointing finger may be polite or impolite depending on context- Disney have worked out a strategy to avoid any appearance of impoliteness. Show is harder to define- but it basically means that the guest is always focused on enjoying the park, and not on observing its workings. The amount of design work done to ensure seamless transitions between the areas of the parks is huge. Also the work that has gone into avoiding incongruous back scenes, and abrupt transitions is noteworthy. The audience's attention is never distracted unnecessarily. Efficiency is process management by Disney team manage the flow of people through their locations. The detail with which Disney tracks this is awesome- they know how many people to expect in each bit of their park, and what they will want and need- and plan ahead to meet it. The cast then make it look easy, but there's a detailed process behind it. This book describes well how Disney achieves its quality of service and if you want a bit of that magic to rub off onto you read this book, and learn. It actually makes me appreciate what Disney do more, and also realise that what they do could be replicated and adapted to many other contexts. It's all just hidden within cast, setting and process.

0 of 0 people found the following review helpful. Excellent
By Marsha Dahleeng
Best customer service book I've read in 40 years, and I've read a lot of them! Contained herein are some of the best common sense step-by-step methods I've seen for achieving excellence in customer service. Buy a copy for every manager in your organization and use it as a road map - work through the chapters together as a team and translate your insights into action. The book is rich with questions to help get everyone in your organization thinking seriously about how to create amazing customer service.

3 of 3 people found the following review helpful. Believe it or not I've used some of this in ...
By Tom McBelieve it or not I've used some of this in a marriage counseling I lead. There is helpful advice that crosses over into many areas of life and work. As a pastor of a church I see transferable concepts in helping the church become more welcoming and service oriented.

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.

About the Author
Ted Kinni has authored thirteen business books. He has ghostwritten seven books for Booz Company, Prime Resource Group, The Walt Disney Company, LIF Group, and IMPAQ, Inc. He is also an active business journalist, whose articles and book reviews have appeared in a wide variety of periodicals, including cover stories in Harvard Management Update, Across the Board, Training, Selling Power, Quality Digest, and Corporate University .