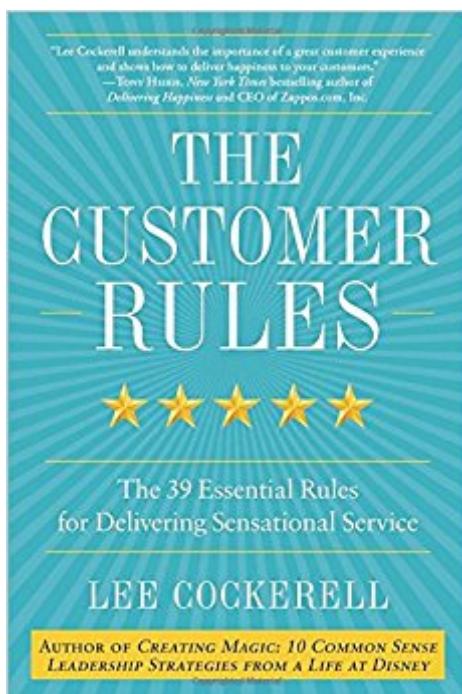


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# The Customer Rules: The 39 Essential Rules For Delivering Sensational Service



## Synopsis

The former Executive Vice President 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

Ã „ "At Zappos, many of our business decisions revolve around the customer. Lee Cockerell understands the importance of a great customer experience and shows you how to Deliver Happiness to your customers."-Tony Hsieh, NY Times bestselling author of "Delivering Happiness" and CEO of Zappos.com, Inc.Ã „ Ã¢ "These Rules rule. If you play by these rules you will win.Ã¢ –Ã•Ã¢ –âœ Carl Sewell, Chairman of Sewell Automotive Companies and author of the million copy bestseller Customers for LifeÃ¢ –Ã•Ã „ "The Customer Rules is easy to read and understand, but profound in so many ways!Ã „ If companies and leaders would follow this advice their customers and business would be significantly better." -Al Weiss, Former President,Ã „ Disney Parks and Resorts, Worldwide Ã „ Ã¢ "I donÃ¢ –â„¢t know many people who know more about customer service than Lee Cockerell.Ã „ If you want to create raving fans and have customers brag about you, read his book, The Customer Rules.Ã „ It will send you in the right direction.- Ken Blanchard, co-author, The One Minute Manager and Leading at a Higher LevelÃ „ Ã¢ "No matter what industry youÃ¢ –â„¢re in or what kind of company you work for, if customer service isnÃ¢ –â„¢t priority, your business will get crushed.Ã „ This book shows that any employee at any level of an organization can take pride in serving customers with excellenceÃ¢ –âœ in doing so they bolster both their career and their company profits!Ã¢ –Ã•Ã „ -Marshall GoldsmithÃ¢ –âœ New York Times bestselling author of MOJO and What Got You Here WonÃ¢ –â„¢t Get You There.Ã „ Ã¢ "Lee Cockerell offers practical, reader friendly suggestions and guidelines which can be implemented immediately to enhance and improve customer service at any company.Ã¢ –Ã•Ã „ -Fred Whyte, President, STIHL IncorporatedÃ „ "Lee Cockerell has written a wise and practical book chock full of ideas about delivering sensational service. He illustrates his lessons with engaging stories about real-life people doing extraordinary things for others. I love it." -Mark Sanborn, Bestselling author of The Fred Factor

Lee Cockerell is the author of Creating Magic: 10 Common Sense Leadership Strategies from a Life at Disney, among others. He is the former Executive Vice President of Operations of Walt Disney World and has held executive positions at Hilton Hotels and Marriott. During his distinguished career in the hospitality industry Cockerell earned a worldwide reputation as an expert on the customer experience. Cockerell travels the country addressing audiences at Fortune 100 companies;Ã „ educational institutions and non-profits; and government agencies, including the US military.

This book is a great resource if you want to learn how to improve customer satisfaction or even train

your staff in the non technical aspects of this matter.lots of examples, great experience and ideas on how to change the culture or mindset of your whole company.

The Customer Rules. My boss asked me to purchase the CR book for a assignment at work and this book turn out to be one of the best book that I have read... The book just didn't thought me to complete my assignment, help me to understood the basic of understanding my rights as a customer.

In a world full of cookie cutter customer service theory, Lee Cockerell is the ultimate craftsman.Hands down the best the world has seen, because Lee's wisdom comes from doing it on a massive scale for a long, long time - leading 40,000 Disney employees for nearly a decade of sensational world-class service.There is no theory in Lee's book.Only results - world class results.The brilliance of "The Customer Rules" is in Lee's profoundly simple, and simply profound approach.Never get bored with the basics.Ever.Sensational customer service doesn't have to be complicated.It's really just common courtesy, which is no longer quite so common.These 39 Rules will work for anyone, in any organization.

While I don't agree 100% that the customer is always right (I'm around 95%), this book is chock full of great advice for making sure your customers are happy enough to not only come back, but also bring more people with them. Sometimes customers just ask for things that will lead to the destruction of your business model. Mr. Cockerell's experience with Disney should not be discounted. Everyone around the world knows Disney, and replicating that kind of global success should be your goal.

Great book, and great lessons for any manager, or employee to learn from! Be great!

While this book does not uncover anything new. It is definitely reaffirms all benefits of great CS. Great quick read.

I do a lot of these things already as a manger but I learned so much more about why I should do them. He puts things into a perspective that is simple and straight forward. Having employees read it now.

This book effectively provides information and tips for customer service. Anyone who is in the service industry should buy and read this book! It's a very easy read, it's humorous, and it can give you insight that will make you cutting edge in your industry. Most nonfiction books for customer service can be dull and hard to get through, but this one will make you want to read even more of its rules for excellent service. The book is not too short and not too long, just perfect!

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