

The Customer Rules The 39 Essential Rules For Delivering Sensational Service

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The Customer Rules The 39

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.

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Overview. 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.

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The Customer Rules: The 39 Essential Rules for Delivering Sensational Service by Lee Cockerell presents the former Disney executive's thoughts on providing excellent customer service. Cockerell provides 39 separate short chapters that are easy to read and digest for those wanting to know more about superior customer service.

The Customer Rules: The 39 Essential Rules for Delivering ...

The author of 'The Customer Rules,' Lee Cockerell, is a former executive vice president of operations for Disney World. He has also been associated with Hilton Hotels and Marriott. This delightful book distills Cockerell's experiences in an easy-to-digest format that anyone, in any enterprise, can benefit from. The 39 rules are each briefly presented.

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THE CUSTOMER RULES

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 ...

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All with a focus on delivering exceptional customer service. Now Lee shares what he found it takes to deliver excellent customer service and create loyal customers in his latest book; The Customer Rules : The 39 Essential Rules for Delivering Sensational Service. Through his signature blend of wisdom and humor, Lee shares his Rules for serving customers so they will never want to leave you in 39 bite-size chapters.

A Look at The Customer Rules by Lee Cockerell

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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

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