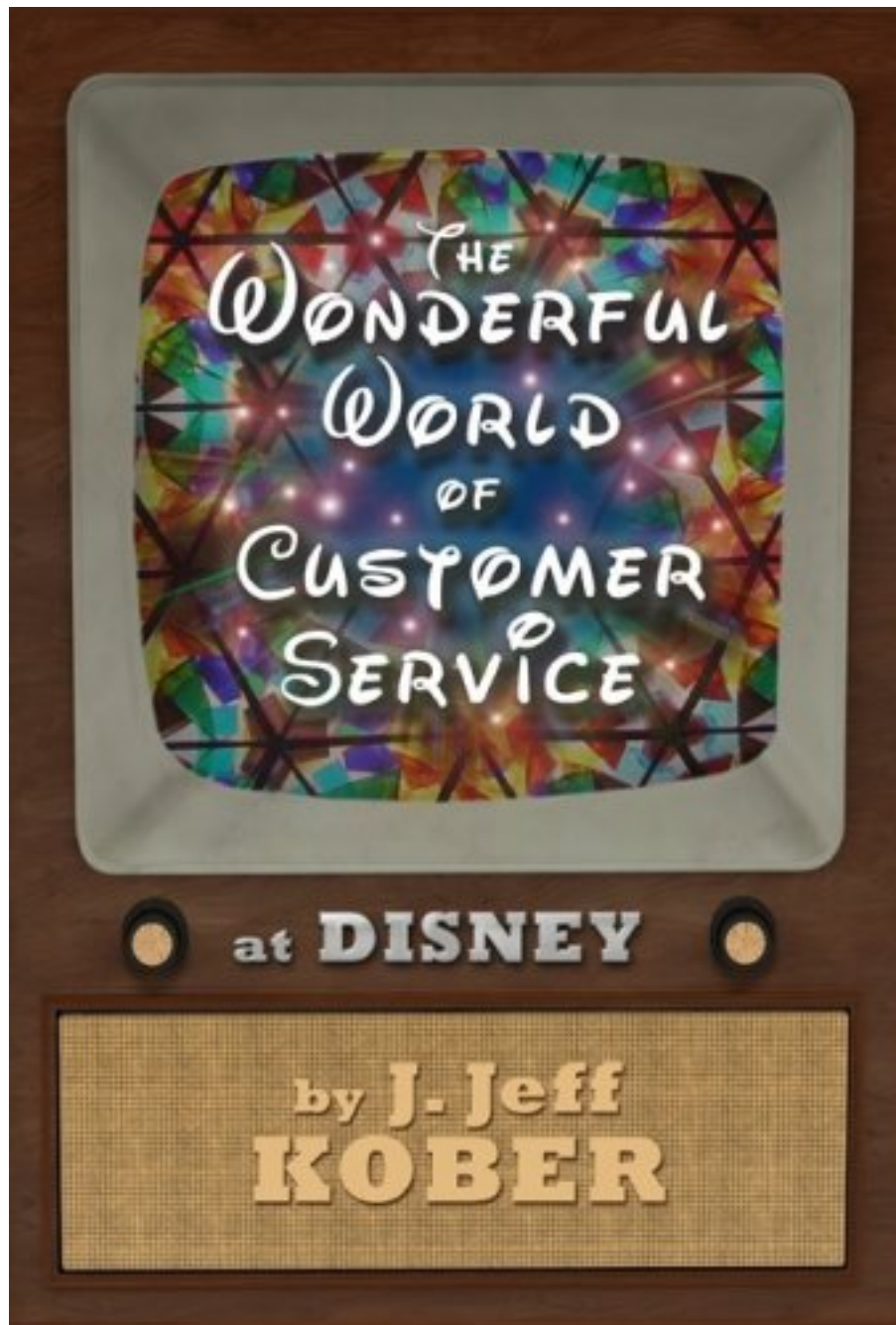


# THE WONDERFUL WORLD OF CUSTOMER SERVICE AT DISNEY BY J. JEFF KOBER



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## About the Author

For over twenty-five years Jeff has focused on performance initiatives for the private and public sector. Those activities have ranged from providing leadership programming for top executives at GE to transforming the customer service experience for over 125,000 employees of Starwood Hotels & Resorts. Clients have included Shell, Federal Express, Office Depot, MetLife, Boeing and Volkswagen of North America. Consulting solutions have ranged from leadership to performance management; from customer loyalty to team building. Many of Jeff's consultant activities were associated with The Disney Institute, a best-practices institution modeled on America's first corporate university. While there, Jeff was responsible for building Disney's customer service and creativity programs. The models, concepts, and examples of that program were later introduced to corporate America in *Be Our Guest*, a popular benchmarking title published by The Disney Institute, with a forward by Michael Eisner. As chief Learning Architect of The Public Strategies Group, Jeff has been focused on the establishment and support of training and development for federal, state and local entities. This includes a multi-year focus in transforming Federal Student Aid for The Department of Education. As a keynote speaker he has addressed a wide variety of topics for groups like Miami-Dade, The City of Sammamish and the governor's office in Iowa. While in Iowa he also created performance management training for the Department of Administrative Services, and for the Department of Corrections. Recently he has been providing leadership-wide development and support for the New York City Department of Finance. Jeff is now President of Performance Journeys, a training and development group devoted to developing and implementing performance improvement and learning in the workplace. He is also CEO for World Class Benchmarking, where he provides a programming series that benchmarks many of America's greatest organizations, such as Nordstrom, Ritz-Carlton and JetBlue. Recently, World Class Benchmarking supports organizations with thought leadership and practical solutions in building great brands, creating high-performance cultures, and in establishing world class results.

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Dedicated to those who would love to make their work environment as polished and customer-friendly as a day at Disney, *The Wonderful World of Customer Service at Disney* is a celebration of great business practices that can be applied to any service organization. See it from the eyes of J. Jeff Kober, a foremost leader in the best business practices of not only Disney, but some of the best world-class organizations.

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- 150 pages

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## Most helpful customer reviews

2 of 2 people found the following review helpful.

A fun book, and easy to apply to your own business

By Neal Anderson

Jeff Kober does a great job at showing the inner workings at Disney from a fans viewpoint, then explains

how things work and why. The best part, though, is how he shows you how you can apply these practices to improve your own business. I highly recommend his book.

0 of 0 people found the following review helpful.

Behind The Scenes Insights From An Actual Disney Leader

By Mark D. Jones

J. Jeff Kober's book is a refreshing addition to the long list of business books written about the Disney Company. As an actual former leader of the Disney organization, Mr. Kober provides legitimacy to the numerous first-hand stories he shares as well as to his many insightful business applications.

Disney has long been renowned for their ability to exceed extraordinarily high expectations of "guests" from all over the world. "The Wonderful World Of Customer Service At Disney" provides an in-depth exploration of how The Disney Company earns this reputation each and every day.

Written in three sections, Kober covers the entire customer service experience by revealing the following:

1. "The Mind of Service": Showing how world-class providers of service think and what they focus on that makes them different/better - everything from connecting to values to getting buy-in on standards of excellence.
2. "The Hands Of Service": Details the "how" of delivering consistently high levels of service from the operational standpoints of people, setting, and process. Detailing actual employee behaviors, Kober shares great specific examples of behind-the-scenes business tips that lead to "on stage" (as Disney puts it) operational/customer experience results.
3. "The Heart Of Service": In addition to the myriad of tips Kober provides, he delves into what needs to happen to make a special experience even more magical. By showing how to make each and every customer feel important, understood, and valued, Mr. Kober unlocks solutions to some of the challenges every business leader faces today.

J. Jeff Kober has succeeded in packing more value into 150 pages than most other business books on the market today. His extremely readable and "cut to the chase" style really does the job - allowing us to catch the real-life "magic" and still have time to actually implement it in our own operation.

If every leader truly interested in making huge improvements in their business results read this book and made it required reading for their employees, we might actually see some way-overdue transformation in the way we're treated as customers. I know consumers everywhere are eager to be loyal to a company that makes this important effort - and J. Jeff Kober's book actually shows us how.

5 stars!

0 of 0 people found the following review helpful.

Pixie Dust

By Julia Jannausch

Behind the costumes, the fantasy and the magic, Disney World is a business like any other. And while some may think it is an unlikely business against which to benchmark, in his book, Jeff Kober has clearly demonstrated that it is clearly among the best.

Con-way learned this first hand nearly a decade ago through observation and study of the business behind the magic - and if a transportation (trucking) company can find transferable best practices from an entertainment

business, anyone can find the 'golden nuggets' that can change or enhance their business model for greater effectiveness. "The Wonderful World of Customer Service at Disney", is the best resource to support this journey.

Con-way's view of the role culture can play in business success was impacted by our Disney experience and our best practices have since become a model for other businesses in turn. So, whether your mission is to deliver happiness or freight, a little pixie dust can never hurt.

See all 12 customer reviews...

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