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# DISNEY Y EL ARTE DEL SERVICIO AL CLIENTE



PANORAMA

# Disney Y El Arte Del Servicio Al Cliente Be Our Guest

**THEODORE. KINNI**



## **Disney Y El Arte Del Servicio Al Cliente Be Our Guest :**

*Disney Y El Arte del Servicio Al Cliente* THEODORE. KINNI,2024-08 Desde que Walt Disney empez su estudio de animaci n la empresa nunca ha conocido otra cosa m s que el xito A qu se debe esto Son los personajes carism ticos de sus pel culas o sus parques de atracciones la clave de su crecimiento Es f cil pensar que estos elementos son la respuesta pero en realidad la magia est en su visi n como empresa El Instituto Disney junto con Theodore Kinni muestra c mo plantear un prop sito com n est ndares de calidad pol ticas de servicio as como un manejo adecuado del lugar de trabajo el escenario y una buena direcci n de los empleados el reparto asimismo ense a c mo integrar todos estos componentes en el proceso de atenci n y servicio En estas p ginas encontrar s la manera de ofrecer el servicio de calidad que a tus clientes encantar y podr s echar un vistazodetr s de las bambalinas de la maquinaria y descubrir c mo Disney lo hace Prep rate para llevar la magia a tu empresa **Be Our Guest** Disney Institute,2001-05 Even before Tom Peters and Bob Waterman profiled Walt Disney World Resort in their groundbreaking book *In Search of Excellence* the most popular resort destination in the world enjoyed a reputation as a company that sets the benchmark for best business practices **La Voz** ,2000 *Summary of Disney Institute's Be Our Guest by Milkyway Media* Milkyway Media,2018-08-31 *Be Our Guest Perfecting the Art of Customer Service 2011* by Disney Institute and Theodore Kinni outlines the Walt Disney Company s approach to customer service Disney Institute the company s professional development arm trains people from other businesses nonprofits and government agencies to adapt Disney s customer service strategies for their own organizations Purchase this in depth summary to learn more [Analysis of Disney Institute's Be Our Guest by Milkyway Media](#) Milkyway Media,2017-12-22 *Be Our Guest Perfecting the Art of Customer Service 2011* by Disney Institute and Theodore Kinni outlines the Walt Disney Company s approach to customer service Disney Institute the company s professional development arm trains people from other businesses nonprofits and government agencies to adapt Disney s customer service strategies for their own organizations Purchase this in depth analysis to learn more **All New Third Edition Be Our Guest (Completely Revised and Updated Third Edition)** The Disney Institute,2020-07-07 A completely updated and revised edition of our bestselling BE OUR GUEST With a foreword from a well known entity in current business and industry this book will delve into how Disney has perfected the art of exceptional customer service Disney Institute shares the operational practices used to serve Guests at the parks and resorts for over sixty years The book will detail how and why excellent service does not simply come from a friendly smile or easy transaction It results from truly understanding the customer s needs and putting the right guidelines and customer service standards in place in order to exceed their expectations When an organization puts the customer at its core empowering its people and unifying its processes outstanding customer service becomes possible on a consistent basis from the first greeting to the final meeting When all touch points are exemplary experiences a customer has a much greater incentive to return as well as recommend us to others No one understands this better than Walt Disney Parks Resorts **Be Our Guest** Cassie

Caregan, Disney Enterprises (1996- ), 2014 *Disney U: How Disney University Develops the World's Most Engaged, Loyal, and Customer-Centric Employees* DIGITAL AUDIO Doug Lipp, 2013-03-29 Leadership lessons from the iconic brand you can use to drive Disney style success In helping Walt Disney create The Happiest Place on Earth Van France and his team started a business revolution in 1955 that eventually became the Disney University the employee training and development program that powers one of the most famous brands on earth Disney U examines how Van France's timeless company values and leadership expertise have turned into a training and development dynasty the Disney U The book reveals the heart of the Disney Culture and describes the company's values and operational philosophies that support the world famous Disney brand Doug Lipp is an internationally acclaimed expert on customer service leadership change management and global competitiveness specializing in the lessons he learned at the Disney U

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