



The Customer Rules: The 39 Essential Rules for Delivering Sensational Service

Lee Cockerell

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The former EVP 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.

The Customer Rules: The 39 Essential Rules for Delivering Sensational Service Details

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Author : Lee Cockerell

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From Reader Review The Customer Rules: The 39 Essential Rules for Delivering Sensational Service for online ebook

Jenna Amundson says

This is a classic customer service book. I enjoyed it up until about rule 29, and then the rules seem to get a bit redundant. Definitely worth the read if you are looking for a way to brush up on your customer service skills.

Leanne says

Ok the reason why I got this book was because at my new workplace, my company shares the space with another. Their boss has a stack of this book on his desk which he gives out to his staff so that they know how to give service to their customers. Sometimes he gives them out to my colleagues. But I didn't want to ask him for one because he needs it more for his front-line people. The stack of books on his desk though still has the price tag on it. And they were all from BookXcess so that's where I got my own copy, seeing that I have to write my company's SOP and thought it could help.

As someone who has been at FOH at an ice cream parlour for the past 3 years, most of these rules were things I have done myself. I just didn't know they were rules haha! But it's really nice to know that the things I have done right are the things that help give better service to my customers.

There were a couple that I didn't really agree with as sometimes I really can't deliver or I feel like I'm in the right (depending on the situation). I do think though that what and how Lee Cockerell puts forward his reasons make sense. Like he does it in a way that is cheerful and encouraging and why it's a good idea so even if I don't agree, I feel like I have a lot to learn.

The best thing about this book is how short the chapters are. So the other boss will tell his front-line to read a chapter every day and it's doable for them. It doesn't feel like a drag and it's quick to absorb that chapter's lesson. Cockerell's anecdotes help with that as well. And in the case that I find the chapters too short (as I tend to sometimes), I can always read another!

This book is a very positive book that reminds me what it means to be of service even on days when things are not working out so well on the service front. Now I'll probably need to practice the other boss' advice to highlight gems that have struck a chord with me so I can refer to them a lot easier.

Rick Yvanovich says

Lee has a lifetime of experiences to share from some highly respected customer service driven organisations and has distilled it down into only 39 rules.

They sound so simple but guess it's messy and hard to get them constantly adhered to by everyone.

They are not only essential but should form the solid foundation for a customer service driven organisation.

The sooner you adopt them the sooner you will see the results.

YHC says

In service business, the rules to win customers' hearts is simple, treat them like your mother (as author mentioned in the book) Just imagine how you wish your mother to be treated then you know how you should do to your customers.

He listed out 39 rules, nothing really magic or difficult to understand, but we often lose temper or patience when dealing the bad attitude customers. He shared his personal experiences while working in hotels and Disneyland. Very precious and useful to be a good listener and predict, simulate the need of what customers might need next.

I think in a company, the difficult part is still humans. The employees need to take company as their family business so they would really work hard with heart. The boss should also treat their employees like a family member (usually not possible), so they can both understand each other's situation.

Good management is never easy and though this book focus mostly on the rules to customers, still how to train our employees to be professional is probably the most challenging part.

Surya Kumar says

Guide to make you some wow factor with your clients.

Louise Douglas says

I bought this book to read as I thought it would give me some insights into providing better service at work. I'm not on the support department, but I think it's important for everyone to know how best we can help the clients we're working with.

Unfortunately for me, this book was quite focused around customer service jobs in the retail and hospitality areas, rather than customer service in a technical support capacity. Some of the ideas carry over, but some didn't feel as relevant. To be expected though, when the book is written by the former Executive Vice President of Operations at Disney World.

To paraphrase a few of the rules in the book:

Customer service is far more than a department name, and great service is not just about what we do; it's also about what we are. It's a personal responsibility. And it's not the responsibility only of people called customer service reps. Great service is a competitive advantage that costs you little or nothing but adds huge value for your customer. Satisfied customers are the best marketing staff you can possibly have.

This was kind of what I expected when I picked up this book, information about how customer service is a company-wide responsibility. The quote below struck a chord with me as self-learning is something that I've lacked in previous years, but I'm trying to improve on now.

Basically, the organizations with the best service are ones that become environments of continuous learning, at every level of the company. But don't blame your supervisor or your company if you do not have the knowledge and skills you ought to have.

This one also resounded with me too, another thing that I'm trying hard to work on.

Failing to truly listen to others is just a bad habit, and it's one most of us have to some degree. It's all too easy to talk too much and listen much too little.

I'm sure we can all relate to the following quote. It's been 4 years since I worked in direct customer contact, but I can still remember instances where customers drove me to the point of despair with how rude or awkward they were being, and this is definitely something to keep in mind.

Just as we sometimes feel frustrated or infuriated by people in our own families, it's normal to sometimes get aggravated by our customers. None of it matters. Make each of them feel special anyway. So the louder they get, the quieter you should get. The more agitated they become, the calmer you should become. As the old saying goes, "When you argue with an idiot, there are two idiots."

I'll finish with this final quote:

Better is not a destination; it is a journey. You never arrive at better; it is always in the future, because there is always an even better way to serve your customers.

Posted on: <http://emmaloui.se/2018/10/26/lee-coc...>

Joey Sudmeier says

I wish I could send this to myself about 12 years ago. Since then, I've built quite a few skills in management and customer service to the point that most of the "rules" in this book are already well heeded by me. It is a great jumping off point for people new to management, or very old and unchanging to it.

There is a part where Lee says "there's no such thing as a bad customer" to which I completely disagree.

This is where I take a Tim Ferriss perspective: drop 20% of your (worst) customers to gain 80% time. I work in a hybrid sales/customer service position for high end product and there are certain customers I would rather not have at all, as they suck my time, lower my demeanor, and negatively impact the experience of other customers. Is this not a bad customer?

I think for how progressive Lee is, there are a few dated concepts in this book.

Daniel Butcher says

From BetweenDisney.com

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. Cockerell's chapters generally focus on relationship building, preparation, and going beyond expectations. In many ways his guidance aligns with his granddaughter's most basic advice, "Be Nice!" The book's advice ranges from being prompt, understanding new technology, copying the best services of others and relationship relationship relationship.

Honestly, for listeners of Cockerell's podcast, the tone and even some of the advice is far from shocking. Cockerell's thoughts really match the guidance he gives on a weekly basis with a focus on relationship and thoughtful service. But the Customer Rules has an advantage that the podcast lacks, you can easily share the book to someone who may not enjoy podcasts or not be open to Cockerell as a "Mickey Mouse" executive. Cockerell's advice here is not overly focused on Disney, again allowing the non-fan to buy into the book. And the chapters are short enough one could easily read them on the commute or in the cough cough bathroom.

I do not think of myself as someone who provides customer service. But as Cockerell points out it is everyone's job. And in the midst of reading the book I was challenged with a situation that made me ask what would Lee Cockerell do? How can I give this person something allowing them to move forward when I need to say no? Because The Customer Rules is a great reminder that we all provide service to others and the foundation of supporting their needs is relationships. In the end, we probably should just be nice!

Chris Goodbread says

I loved this book.

The writer was the head of WDW operations from 1990-2006, which is what I would call the Golden Years of Disney. I moved to Florida in 1989, and nearly every year we would take multiple visits to Disney World, I tell people I was raised "Mousecaterian" as we usually went on Sundays instead of Church. During these years and growing up around the amazing customer service that Lee had in place, I learned hospitality from all of the adults surrounding me, I even made friend with some of the cast members. It left such an impact on my sister that she now works for the company, and I work with a deep seeded partner company that also prides itself on the same kind of customer service.

The book was something I wouldn't call enlightening for myself or someone who has had the same upbringing, as we all just consider it the standard of service we've come to expect and mirror. This book did put names to many of the different strategies in play, and I enjoyed that.

I have recommended this book to many of my friends who have lived a very similar life as me.

The writer has his phone number, and email address on his site, and he promises to answer both in a timely manner, and says that he always answers his phone. I plan to write him and thank him for what he has done, and ask if he knows what he has inspired my peers.

Amanda Paulin says

One of my favorite reads for anyone in customer service. The easy to read, quick tips make this book easy to digest. Lee's story telling also grabs your attention the whole way through. I would recommend this book to anyone who deals with customers!

Stan Stinson says

Rule #40 - Read this book

If you interact with other human beings you can benefit from the principles Lee Cockerell lays out in this book. If your business involves interacting and meeting and then exceeding your customers' or guests' expectations then the principles in this book will help you achieve that goal and enhance your bottom line at the same time. Even if you are an IT Project Manager like me you can learn and be reminded of the common sense rules of human nature and how they can be applied in whatever business you are in.

I recommend you follow Rule #40 and get your copy today!

Taylor Ellwood says

In 39 short, and to the point chapters, the author shares his experiences and lessons in customer service. Each chapter is packed full of good ideas and examples of how those ideas have been implemented. The author draws on not only his experience at Disney, but more importantly his experience as a customer to illustrate the rules of customer service. A lot of what is also shared is how to be a good leader and trust your employees while continuing to invest in their development. I'd highly recommend this book to any company where customer service is an everyday reality, but I also think you can learn a lot even if you don't have a storefront.

Crystal Shrader says

There are a lot of good things about this book. There are great points highlighted in here that are great for customer service for ALL industries and ALL career positions. A lot of the rules in this book are common

sense that mothers or caregivers teach their children, but may have been forgotten along the way.

I was required to read this book for work and it's a quick read, but it was difficult for me to actually get through this book for one very specific reason. I want to preface this in stating that I do not know the author and I have never met him so this reason is strictly my perception of him based on his writing. He comes across as a pompous old man who is only looking to pad his pockets. His egregious name dropping in this book was hard to swallow. It seems as though the use of big-businesses in this book were for personal gain with either money from those named or hopes of potential monetary gain from said businesses.

Personally, I feel this book could have been written without mentioning a single business by name. It would have been a far better read and less distracting.

Shaw says

Short and sweet and plenty of take aways.

Shalynne Barr says

This book was an easy read. The format was easy to follow as each customer rule had about a page or two for it. I liked all the examples that Lee used to demonstrate his points. I learned quite a bit and was reminded of things that I am not doing but should be when it comes to dealing with my own customers. Everyone who works with customers should read this book but I would also recommend this book to anyone who is moving into a customer service job for the first time.
