



Be Our Guest: Perfecting the Art of Customer Service

The Disney Institute, Theodore Kinni

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Whether they are called clients, customers, constituents, or, in Disney-speak, guests, all organizations must best serve the people who purchase their products and services or risk losing them. Now, for the first time, one critical element of the methods behind the magic that is the Walt Disney World Resort-quality service-is revealed in *Be Our Guest*. 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. *Be Our Guest* outlines proven Disney principles and processes for helping your organization focus its vision and align its people and infrastructure into a cohesive strategy that delivers on the promise of exceptional customer service.

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