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# The Celebrity Experience: Insider Secrets To Delivering Red Carpet Customer Service



## Synopsis

The Celebrity Experience combines the best practices of the business world with those of the celebrity world to create a practical and proactive guide for anyone who wants to bring their business's internal and external customer service to the level of star treatment. Based on the unique ways celebrities are treated, the book shares techniques you can use to treat your customers to a red-carpet experience, guaranteeing repeat business and stellar word of mouth.

## Book Information

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## Customer Reviews

Imagine a world where red carpets were rolled out for you wherever you went and you were always greeted by name and with a smile. Imagine being admired and complimented by strangers on a daily basis. Imagine if those who did business with you always bent over backwards to cater to your personal desires and needs. If that sounds like a fantasyland, it is. And it's called Hollywood. Every day, Hollywood's biggest superstars live out that fantasy, receiving red-carpet treatment virtually everywhere they go. But they aren't the only ones. More and more, companies are realizing that when they treat their customers like VIPs, those customers keep coming back and help spread the word. For business owners, entrepreneurs, or anyone who works in a service industry, The Celebrity Experience shows how to turn customers into lifelong, adoring clients by delivering consistent red-carpet customer service. Based on hundreds of interviews with professionals who exclusively serve celebrity clients, author Donna Cutting shows you how to make every customer feel like a superstar. Combining the best practices of the Hollywood celebrity scene with those of the business world, The Celebrity Experience presents simple, effective ways to: Make red-carpet first

impressions on new customers Give them what they want and earn customers for life Generate buzz and positive word-of-mouth by delivering what you promise Improve your customer service performance by putting employees first Develop the creativity and flexibility to deliver on every customer request Succeed by putting your customers' interests ahead of your own In addition to celebrity ideas you can implement in your business immediately, The Celebrity Experience also includes stories from celebrities themselves and real-world examples of successful companies that go above and beyond to deliver impeccable service for their customers. Today, it's often customer service that separates good companies from great ones. The Celebrity Experience shows you how to put your business on the customer service A-list.

Praise for The Celebrity Experience &#151;Bob Danzig, former CEO, Hearst Newspapers, and author, speaker, and professor "You can't focus on the customer until you develop the right attitudes in your team. The Celebrity Experience is proof that you can treat your customers as stars and improve the bottom line." &#151;Howard D. Putnam, former CEO, Southwest Airlines, and author of The Winds of Turbulence "The Celebrity Experience precisely and lightheartedly details the way we all would love to be treated. You may not always get celebrity treatment, but there is no longer any excuse for failing to provide such an experience for your customers. The great stories, targeted examples, and wise asides all combine for a good read." &#151;Stephen C. Lundin, author of the Fish! series of books and coauthor of Top Performer: A Bold Approach to Sales and Service "Imagine a world where every customer receives nothing but red-carpet service. A fantasy? A pipe dream? Not anymore. In Cutting's wonderful new book, we learn how easy&#151;and profitable&#151;it is to create the celebrity experience for our customers. A worthwhile read that challenges assumptions, provides techniques, and inspires action, this may be the most beneficial book you read all year."&#151;Phillip Van Hooser, author of Willie's Way: 6 Secrets for Wooing, Wowing, and Winning Customers and Their Loyalty "Cutting's charming book is overflowing with practical ideas, delightful stories, and amazing examples of organizations that treat their customers&#151;and their employees&#151;like stars. I could hardly put it down! Not only does the celebrity experience create loyal customers, but it also makes workplaces lots more fun. Thank you, Donna, for helping us all look at service through Hollywood's eyes!" &#151;Barbara A. Glanz, professional speaker and author of CARE Packages for Your Customers and coauthor of The Simple Truths of Service as Inspired by Johnny the Bagger

This is a pretty good book, but she needs to quit poo-pooing the idea that it takes plenty of

personnel and lots of money to do this. The Ritz book tells that at luxury hotels the standard is at least one staff member PER ROOM - not one nurse for 5 patients and one nurse's aid for 20, like most hospitals do. No amount of red carpet is going to make up for not enough staff. Who does she think is running the place when she got her standing ovation in the stairs? Extra staff!!! Any hospital higher ups reading this - get that in your head!

I received a copy of this book from a consultant who is helping us start our small business. Of course, we hope our small business grows into a big business, and we believe that we can accomplish this by providing outstanding customer service, or a "Celebrity Experience" to all of our customers, and our staff. Donna Cutting's book is a treasure trove of information, tips, anecdotes and guidelines on how to wow your customers every day. She has a wonderfully engaging writing style and her use of stories helps crystallize the content so that it is actionable. I have been studying the customer service delivery methods of some of the most highly touted organizations in the world, such as Ritz-Carlton, Marriott, Southwest, etc. I found that Cutting's book provided some of the most practical and applicable ways to create a Wow experience for our customers. We are going to be using this book as a blueprint to get us started on our journey. After we open, I'll add to this post and let you know how it worked. I highly recommend this book to anyone who cares about their customers.

I am reading this book for work. It is a quick read and easy to implement. Would recommend.

I love this Book! This was the beginning of my success of a company and a person! Very neat and concrete ways to begin a journey in your life and business to providing the best for customers and friends.

This book is a must read for any business that serves customers! I believe this book is not only a phenomenal customer service book I believe it is a life skill book. Not only is it an easy read but it gives step by step instructions, great real examples and it provides life lessons that can be used daily. Donna Cutting delivers a brilliant experience for the person who wants to make a difference for the customer they serve.

In my opinion this book should be required reading for every business owner and every person who deals with the public. If everyone read this book and put the tools to use, they would surpass their

expectations. I plan on recommending this book to everyone who purchases my book "Starting a Collection Agency" because being a debt collector is a HARD job and with the steps outlined in this book, we can all do better. Learn how to make your customers feel important and you will have success. A must read for anyone thinking about participating in the business world.

Great resource

Excellent read! Very applicable to my business.

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