



The Diego Masciaga Way: Lessons from the Master of Customer Service

Chris Parker, Diego Masciaga

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It isn't a job, it is a life. Diego Masciaga Diego Masciaga has worked for over twenty five years as the Director and Restaurant Manager of The Waterside Inn, one of the most well-known and influential restaurants in the world, serving global leaders, royalty and film stars. He is a legendary figure, awarded the Cavaliere Ordine al Merito della Repubblica Italiana (the equivalent of the knighthood) for his services to the hospitality and catering industry. He is also only the third ever recipient of the Grand Prix de L'Art de la Salle. Diego's customer service knowledge and advice has proved inspirational for thousands in the hospitality and catering industry. Written by Chris Parker, an expert in communications and influence, The Diego Masciaga Way explains Diego's philosophy and his very practical approach to understanding, creating and, more importantly, maintaining exceptional customer service. The book also provides a thorough and practical explanation of the nature and value of service, delivering a unique range of real-world examples and training exercises for the development of the essential personal and team skills and processes necessary to provide exceptional customer service. Presented in an easy-reading and engaging style, the book encourages the reader to not only learn from the master, but apply that learning successfully to create customer service that both rewards and excels.

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