



# What to Say to a Porcupine: 20 Humorous Tales That Get to the Heart of Great Customer Service

*Richard S. Gallagher*

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" What do a demanding colony of porcupines, an upscale restaurant run by hyenas, and a famous medieval knight have in common? They are all part of one of the most entertaining and instructive books on customer service ever written. What to Say to a Porcupine uses the format of Aesop's fables to illustrate fundamental principles of customer service, including:

**By a Hare:** Great service is all about going the extra mile, as learned by a group of rabbits running an express mail delivery service.

**Bear with Me:** One grizzly bear's honey shop undergoes an amazing transformation when he discovers a better way to greet his customers.

**What to Say to a Porcupine:** When a newly arrived colony of demanding porcupines wreaks havoc on local businesses, readers get a lesson on handling difficult customers in a positive, constructive manner.

Each story is followed by a short discussion, illuminating topics from customer relationships to how to motivate a service team. Fun, quick, and constructive, this is a guide for anyone involved in customer service. "

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