

2020 Syllabus

The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires.

-William A. Ward

Course Overview

Instructors

John R. DiJulius III
Dave Murray
Jess Pischel - Dean
Brittini Walker

This series of classes follows the trademarked X Commandments methodology created by John DiJulius and The DiJulius Group. This methodology comes from over a decade of practical application, working and studying world-class customer service organizations from all over the globe in different industries. Participants will learn the importance of each aspect of this methodology and how to implement and execute on each one.

The CXE course is a 12-month part-time rigorous program. Training will occur in the classroom, businesses and virtually through scheduled calls and webinars. The CXE student is required to attend quarterly intensive training sessions and also participate in virtual meetings. Each classroom session is a combination of lecture and interactive workshops. Initially, the students will learn what a customer experience organization looks like in another company by obtaining information regarding history, implementation, key performance metrics, and success through interviews. Students will then be challenged to develop a custom strategic plan for their organization while assessing the current state of service and work to build a culture that delivers world-class experiences consistently, while being able to train and educate their colleagues accordingly. This will be demonstrated in the form of a presentation given to the rest of their classmates for input and review.

Phone

216.839.1430

Websites

TheDiJuliusGroup.com
CXEA.org

Location

Cleveland, Ohio

Learning Objectives

1. Prepare students to run an entire organization's Customer Experience as their Chief eXperience Officer (CXO), Chief Customer Officer (CCO) or Customer eXperience Executive (CXE)
2. Increase self-motivation and life-long learning
3. Master the methodology of The DiJulius Group's X Commandments
4. Write and present more effectively
5. Enhance leadership skills to be able to go out and train and educate colleagues to get on board

Rules for Success

1. Do the work - Complete all assignments and be prepared for discussion
2. Participate - especially during group sessions
3. Give 100% - Treat this like the Masters course it is and you will reap the rewards
4. Honest feedback - we can only get better, if you tell what works and what doesn't

In Class Sessions in Cleveland, Ohio

Q1: January 28, 29, 30

Q2: April 28, 29, 30

Q3: July 28, 29, 30

Q4: November 10, 11, 12

Virtual Sessions - 1pm Eastern via Zoom

January 13th - Orientation

February 10th

March 16th

May 11th

June 15th

August 10th

September 14th

Grading (Final grade will be sent to CEO)

Quizzes	35%
Presentations	35%
<u>Participation</u>	<u>30%</u>
	100%

Quizzes (4 of them 35%) - will be multiple choice at the end of day 3 of each quarter. Questions will include fact-finding as well as application-type questions. Material will be from assigned readings, lectures and workshops.

Presentations (35%) - using knowledge gained from your experience, readings and classwork, put together 10 minute presentations (including power point or keynote slides) explaining what you have done or will do in your company as the CXO or its equivalent including but not limited to: training, educating, implementing the X commandment methodology, and measuring key performance indexes to determine success. Presentations will take place each quarter.

Participation (30%) - includes attendance to lectures and workshops as well as the virtual meetings, being punctual, and actively participating and being attentive in workshops, lectures and virtual meetings. Also, includes doing the pre-work and being prepared by reading the necessary information for each class. Includes peer review evaluation scores.

Homework Guidelines

CXE students are expected to complete all assigned homework within allotted time including: pre-work, readings from *What's the Secret* and *The Customer Service Revolution*, the two outside books, the CSAT, and the 6 components of the Customer eXperience. Presentations must be ready to go day 1 of each quarter.

Course Schedule and assignments

Quarter 1:	Subject	Practice
2.5 days	State of Service	We will assess the current state of service and how to improve each of the Six Components of the Customer's experience
	Service Vision	A hands-on workshop where we'll learn what makes a great service vision, who should participate in creating one and how do we market and sustain its importance
	Implementation and Execution	Session will commence with a plan to implement and execute on current learning

*****Due in Class Quarter 1 - Please bring in completed pre-work. Read 6 components pdf and read/review chapters 1-7 in the *Customer Service Revolution*. Complete the CSAT via the link sent with prework. Come prepared to deliver a 10 minute presentation that contains Why you're here, What do you hope to take away, Current status of customer service, What you are working on, and Road blocks you may have. Quiz at the end of the session, day 3.**

Homework for Quarter 2 - Complete pre-work. Read *The Presentation Secrets of Steve Jobs*. Read/review chapters 6 & 9 of What's the Secret and chapters 8 & 9 from *The Customer Service Revolution*. Prepare a 10 minute presentation, 5 minutes on best practices you have executed and 5 minutes on what your biggest challenge is in regards to CX. ***

Quarter 2:	Subject	Practice
2.5 days	World Class Internal Culture	A hands-on workshop to allow creation of the employee experience cycle taking us from attracting to retaining employees with high service aptitude
	Secret Service	Uncover the hidden systems companies use to leave their Customers wondering "how'd they know that? How'd they'd do that?" and what are the opportunities we have to implement those systems in our business

Implementation and Execution

Session will commence with a plan to implement and execute on current learning

*****Due in Class Quarter 2 - Please bring in completed pre-work. Come prepared with a 10 minute presentation, 5 minutes on best practices you have executed and 5 minutes on what your biggest challenge is in regards to CX. Quiz at the end of session, day 3 which includes content from *The Presentation Secrets of Steve Jobs*.**

Homework for Quarter 3 - Complete pre-work. Read/review chapter 11 of *What's the Secret* and chapter 10 of *The Customer Service Revolution*. Prepare a 10 minute presentation, 5 minutes on best practices you have executed and 5 minutes on what your biggest challenge is in regards to CX. ***

Quarter 3:	Subject	Practice
2.5 days	Customer Experience Cycle	We will learn how to facilitate the trademarked Customer Experience Cycle workshop with our teams in order to develop experiential standards for each stage of our Customer's experience with us
	Zero Risk	A hands-on workshop to develop service recovery systems
	Implementation and Execution	Session will commence with a plan to implement and execute on current learning

*****Due in Class Quarter 3 - Please bring in completed pre-work. Come prepared with a 10 minute presentation, 5 minutes on best practices you have executed and 5 minutes on what your biggest challenge is in regards to CX. Quiz at the end of the session, day 3.**

Homework for Quarter 4 - Complete pre-work. Read/review chapters 12, 13, 14 of *What's the Secret* and chapter 12 from *The Customer Service Revolution*. Prepare a 10 minute presentation, 5 minutes on best practices you have executed and 5 minutes on what your biggest challenge is in regards to CX. ***

Quarter 4:	Subject	Practice
2.5 days	Above and Beyond Culture	A hands-on workshop to develop a plan to educate, train and trust the team to seek opportunities to exceed customer's expectations
	Measuring the Customer's Experience	We will explore through collaboration best practices to measure your customer's experience and how to utilize responses

World-class Leadership	A hands-on workshop to establish balance and ascertain that we as leaders are walking the talk
Implementation and Execution	Session will commence with a plan to implement and execute on current learning
Graduation	

*****Due in Class Quarter 4 - Please bring in completed pre-work. Complete and be ready to give presentation.**

Course Topics

I. SERVICE VISION A clear purpose of why the business exists. First and foremost every organization that provides superior service has a strong Service Vision that creates a clear direction for everyone in that business. The true underlying purpose of what an organization brings to the community and why your Customers buy from you that they couldn't get elsewhere.

II. CREATE A WORLD-CLASS INTERNAL CULTURE Attract, hire, and retain only the people who have the service DNA. Creating a world-class internal culture that only attracts, hires, and retains the people who are capable of upholding the service vision of the organization.

III. NONNEGOTIABLE EXPERIENTIAL STANDARDS Experiential standards everyone must follow. Have nonnegotiable experiential standards for each stage of the organization's Customer experience cycle. These experiential standards allow employees to provide a consistent engaging experience that is unlike the majority of competitors. Employees must consistently execute each of these standards.

IV. SECRET SERVICE SYSTEMS Utilizing Customer intelligence to personalize their experience, and engage and anticipate their needs. Create Secret Service systems that easily enable front-line employees to personalize the Customer's experience by engaging them and anticipating and delivering on their needs. Having great standards is

not enough, you now need to systemize those standards in order for them to be realistically delivered on a consistent basis.

V. TRAINING TO PROVIDING A WORLD-CLASS CUSTOMER EXPERIENCE Systems and processes that remove variation and provide a consistent Customer experience. Create an incredible training program for all new and existing employees consisting of softskill training that increases their service aptitude, giving them the knowledge and tools to providing a world-class Customer experience.

VI. IMPLEMENTATION & EXECUTION How to go from ideas on a paper to being consistently executed. A solid process that allows the realistic implementation of the Customer service initiatives and systems that are executed consistently by front-line employees.

VII. ZERO RISK Anticipating your service defects and having protocols in place to make it right. All employees must have full awareness of the potential common service defects that can arise at each stage of the Customer experience cycle and be trained and empowered to provide great service recovery when defects arise, so your company is known to be zero risk to deal with.

VIII. ABOVE AND BEYOND CULTURE Constant awareness and branding of how to be a hero. Create an awareness of the most common opportunities where employees can really deliver heroic service for the Customer that creates an above and beyond culture.

IX. MEASURING YOUR CUSTOMER'S EXPERIENCE What gets measured gets managed. Use a scientific method to measure your Customer's experience and satisfaction, providing benchmarks for performance in each location/department.

X. WORLD-CLASS LEADERSHIP Walking the talk. Every world-class Customer service organization is world-class to work for. It takes world-class leadership to provide the passion, inspiration, and discipline to all employees.