

# 2022 Syllabus

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

-William A. Ward

## Course Overview

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 from The DiJulius Group Instructors.

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.

## 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 February 22, 23, 24

## Instructors

John R. DiJulius III  
Dave Murray  
Jess Pischel - Dean

## Phone

216.839.1430

## Websites

TheDiJuliusGroup.com  
CXEA.org

## Location

Cleveland, Ohio

Q2 May 24, 25, 26

Q3 August 23, 24, 25

Q4 December 6, 7, 8

*Every day of the Cleveland sessions will begin at 8am, with conclusion at 6pm on Tuesday/ Wednesday, and 1pm on Thursday, with the exception of \*February 24th in Quarter 1 which will be a FULL day and go until 6pm*

### **Virtual Sessions - 1pm Eastern via Zoom**

January 18 - Orientation

March 22

April 19

June 21

July 26

October 4

November 15

### **Grading** (Final grade will be sent to CEO)

Quizzes	30%
Presentations	30%
Participation	30%
Case Study	10%
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	100%

**Quizzes** (4 of them 30%) - 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** (30%) - using knowledge gained from your experience, readings and classwork, put together 7 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 and you also receive 3 minutes to take Q&A. Presentations must be ready to go day 1 of each quarter, no exceptions.

**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.

**Case Study** (10%) - the case study should be a final summary of the improvements that you have made to your organization throughout the program. This will entail completing the template document provided, including the content in your final Q4 presentation, and an executive summary. Select case studies will be featured on The DiJulius Group's client success webpage with company permission.

**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 CSAT, quarterly presentations, the case study, and the 6 components of the Customer eXperience. Presentations must be ready to go day 1 of each quarter, no exceptions.

## Course Schedule and assignments

Quarter 1:	Subject	Practice
Prework to be completed prior to day 1 of class	<ul style="list-style-type: none"> <li>• Read/review chapters 1-7 in <i>the Customer Service Revolution</i></li> <li>• Complete pre-work document (to be emailed closer to start of class)</li> <li>• Read 6 components pdf included in prework email</li> <li>• Complete the CSAT via the link sent in prework email</li> <li>• Come prepared to deliver a 7 minute presentation with slides that contains:               <ul style="list-style-type: none"> <li>• Why you're here,</li> <li>• What do you hope to take away,</li> <li>• Current status of customer service,</li> <li>• What you are working on,</li> <li>• and Road blocks you may have.</li> <li>• 3 minutes allotted for Q&amp;A from class.</li> </ul> </li> <li>• Reminder- Quiz at the end of the session, day 3 (includes reading assignment content)</li> </ul>	
3 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, experiential tour.
	Customer Experience Action Statement	A hands-on workshop where we'll learn what makes a great customer experience action statement, who should participate in creating one and how do we market and sustain its importance

Measuring the Customer's Experience	We will explore through collaboration best practices to measure your customer's experience and how to utilize responses
Implementation and Execution	Session will commence with a plan to implement and execute on current learning

<b>Quarter 2:</b>	<b>Subject</b>	<b>Practice</b>
Pework to be completed prior to day 1 of class	<ul style="list-style-type: none"> <li>• Read/ review chapter 12 from <i>The Customer Service Revolution</i>.</li> <li>• Read/review chapters 6 &amp; 14 of <i>What's the Secret</i></li> <li>• Read <i>The Presentation Secrets of Steve Jobs</i></li> <li>• Complete pre-work document (to be emailed closer to start of class)</li> <li>• Come prepared to deliver a 7 minute presentation with slides which includes :               <ul style="list-style-type: none"> <li>• Best practices you have executed</li> <li>• What your biggest challenge is in regards to CX</li> <li>• 3 minutes allotted for Q&amp;A from class</li> </ul> </li> <li>• Reminder- Quiz at the end of the session, day 3 (includes reading assignment content and from <i>The Presentation Secrets of Steve Jobs</i>.)</li> </ul>	
2.5 days	World Class Leadership	A hands-on workshop to establish balance and ascertain that we as leaders are walking the talk
	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
	Implementation and Execution	Session will commence with a plan to implement and execute on current learning

Quarter 3:	Subject	Practice
Prework to be completed prior to day 1 of class	<ul style="list-style-type: none"> <li>• Read/ review chapter 8 from <i>The Customer Service Revolution</i>.</li> <li>• Read/review chapter 8 of <i>What's the Secret</i></li> <li>• Complete pre-work document (to be emailed closer to start of class)</li> <li>• Come prepared to deliver a 7 minute presentation with slides which includes :               <ul style="list-style-type: none"> <li>• Best practices you have executed</li> <li>• What your biggest challenge is in regards to CX</li> <li>• 3 minutes allotted for Q&amp;A from class</li> </ul> </li> <li>• Reminder- Quiz at the end of the session, day 3 (includes reading assignment content)</li> </ul>	
2.5 days	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
	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
	Implementation and Execution	Session will commence with a plan to implement and execute on current learning

Quarter 4:	Subject	Practice
Pework to be completed prior to day 1 of class	<ul style="list-style-type: none"> <li>• Read/ review chapter 10 from <i>The Customer Service Revolution</i>.</li> <li>• Read/review chapters 11 &amp; 12 of <i>What's the Secret</i></li> <li>• Complete pre-work document (to be emailed closer to start of class)</li> <li>• Final Case Study due with Presentation (more details to be provided throughout the course by the Dean, Jess Pischel)</li> <li>• Reminder- Quiz at the end of the session, day 3 (includes reading assignment content)</li> </ul>	
2.5 days	Zero Risk	A hands-on workshop to develop service recovery systems
	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
	Implementation and Execution	Session will commence with a plan to implement and execute on current learning
	Graduation	

## Course Methodology and Topics

**I. CUSTOMER EXPERIENCE ACTION STATEMENT** The most critical part in training employees to provide a positive experience with every interaction. It is an action statement; a clear call to action of what each employee should intentionally achieve every time they interact with a customer. You will also develop a Day in the Life of the customer story. The Day in the Life helps employees walk in the customer's shoes and view the interaction from the customer's perspective, which will make them more present, and have more compassion and empathy.

**II. CREATE A WORLD-CLASS INTERNAL CULTURE** Create an internal experience between team members and departments that is world-class. Improve communication within departments, locations, and other teams. Identify all customer segments and define how the work they do impacts the external customer experience. Remove silos and build more compassion & empathy internally.

**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** Train leaders to lead within your service culture. Create a world-class internal culture that focuses on attracting, hiring, and retaining only the people who are capable of upholding the Customer Experience Action Statement. Every world-class customer service organization is world-class to work for. It takes World-Class Leadership to inspire passion, foster trust, and support teams within a customer centric culture.