

WEBINAR

Be the Brand Your Customers
Can't Live Without



John Dijulius
Chief Revolution Officer



The Ritz-Carlton®



CUSTOMER SERVICE
RECESSION

CUSTOMER SERVICE
REVOLUTION

CUSTOMER SATISFACTION

The American Customer Satisfaction Index (ACSI)
2000 - 2022



2000 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 2022

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CUSTOMER SERVICE
REVOLUTION

EXPERIENCE GAP

Prices ↑
Service ↓

CUSTOMER SERVICE
REVOLUTION

SHRINKFLATION

9.75 oz
▶ **9.25 oz**

5 fewer chips per bag

22.6 oz
▶ **20 oz**

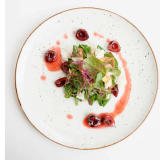
70 fewer raisins per pack

4.1 oz
▶ **3.8 oz**

15 fewer uses per bottle

264 sheets
▶ **244 sheets**

20 fewer sheets per roll



TIPFLATION

If you enjoyed this presentation

Leave a tip?

15%

20%

25%

Custom

CUSTOMER SERVICE
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RETURN ON EXPERIENCE (R O X)

Cumulative Stock Returns: The American Customer Satisfaction Index
(ACSI) Leaders vs. S&P 500



*Is it possible to become a brand
customer cannot live without?*

CUSTOMER SERVICE
REVOLUTION

WHO IS YOUR IDEAL CUSTOMER?



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*These type of customers care less about price
and more about finding a compelling experience
that makes them feel better about themselves
which creates an emotional connection to the
brand.*

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*What are some brands
you can't live without?*

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amazon



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WHAT MAKES A COMPANY A BRAND CUSTOMERS CANNOT LIVE WITHOUT?

- ✓ Great Products/Services
- ✓ Consistent
- ✓ Ease of Doing Business
- ✓ Employee Evangelists
- ✓ Educate vs Sell
- ✓ Personalized Experience



EXERCISE - RANK IN ORDER OF HOW GOOD YOUR COMPANY IS AT EACH

- ✓ Great Products/Services
- ✓ Consistent
- ✓ Ease of Doing Business
- ✓ Employee Evangelists
- ✓ Educate vs Sell
- ✓ Personalized Experience



THE EMPLOYEE EXPERIENCE REVOLUTION

Q & A



Course Outline Includes:

Access to The Dijulius Group's
proprietary framework

A plan to instill purpose and empathy
in your employees

Recruit and retain employees
that align to your core values

Build a culture that seeks to go
above and beyond

Develop non-negotiable experiential
standards

Avoid service challenges with a
zero risk plan

Measure your customer's experience

Walk the talk as a World-class leader

**CX EXECUTIVE
ACADEMY** THE DIJULIUS
GROUP

Register and learn to Design,
Lead and Manage Your
Customer's Experience



Now Enrolling!

UPCOMING WEBINARS

Thursday March 21	Why the Employee Experience Revolution
Thursday April 4	The Power of Purpose
Thursday April 18	Presenting to get ahead in the corporate world
Thursday May 2	Interviewing for Customer Service Rockstars
Thursday May 16	Creating a Recruitment Experience
Thursday May 30	Creating an Onboarding Experience
Thursday June 13	Creating an Employee Experience that retains them
Thursday June 27	Tearing down Silos by Building Collaboration across Departments
Thursday July 11	Building & developing great leaders
Thursday July 25	Leaving a Leadership Legacy

