

CUSTOMER SERVICE REVOLUTION

THE DIJULIUS
GROUP

OCTOBER 24th & 25th
CLEVELAND | OHIO

2018



America's #1 Customer Service Conference

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OUR SPEAKERS: THE LEADERS OF THE REVOLUTION

Join us for the 2018 Customer Service Revolution; Where our powerhouse panel of experts will walk you through every aspect of building your competitive advantage in Customer Service.

Here's an overview of what we will be exploring:

LEADERSHIP: WALK THE TALK

Mark Sanborn | Keynote

The Fred Factor: How to Make the Ordinary Extraordinary



How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary. Discover the passion to reinvent your business and life by taking responsibility, building relationships and creating value for customers and colleagues.

Everyone makes a difference — the only question at the end of the day is, "What kind of difference did you make?" Based on Mark's internationally bestselling book on customer service, *The Fred Factor*, this highly motivational presentation shows you how to:

- Reinvent your business and life regularly by personal responsibility.
- Build better relationships with customers, colleagues and others.
- Continually create new value by replacing money with imagination.
- Out think your competition rather than outspend them.

This program is a powerful way to get everyone from frontline employees to upper management focused on the importance of self-responsibility and creating new value for those with whom we work and live. This presentation goes beyond the workplace to show listeners how to enrich their personal lives, as well.

Neen James | Emcee & Keynote



Attention Pays™: How to Drive Profitability, Productivity and Accountability

To get the results you want, you need to get attention. But most people don't know how to get it and keep it.

People often see attention as a transaction, something to trade, but it's much more than that. Neen has identified that people pay attention at three different levels; personal, professional, and global, and she's designed a powerful methodology that makes it easy to leverage all three.

Neen's Intentional Attention model helps individuals and organizations be more deliberate about the choices we make and the actions we take.

Join speaker, author, and sassy little Aussie, Neen James, and discover what makes attention valuable and why paying attention in very specific ways drives profitability, productivity and accountability. You'll learn:

- Why we get attention wrong (and how to get it right)
- The three types of attention, Personal, Professional and Global and how to master each
- Strategies to design work and personal environments for optimal attention and focus
- How to turn your technology and devices from frustrating distractions to powerful levers
- A simple framework to get your team aligned, focused and executing faster than ever

After a recent presentation on the topic, a Comcast executive shared, "Neen motivated, captivated, and inspired an auditorium our senior leaders. She showed us how our good leaders can become great leaders and is a trusted mentor to our company. Neen is in a league of her own. Her impact on our organization simply can't be overstated."

Adam Toporek | Breakout



Be Your Team's Hero How to Lead A World- Class Customer Experience Team

With his book *Be Your Customer's Hero*, Adam Toporek created an essential tool for frontline customer service teams. **But for leaders, the challenge is different:** how do they inspire, educate, and empower these team members to succeed?

In this dynamic keynote, Adam provides unique insights into the leader's role in creating powerful customer experiences and gives you the keys to putting theory into practice with his **3E Leadership Framework**. This is not a general leadership talk; **this is a laser-focused presentation on how to lead a customer-centric organization.** Participants will leave energized and with a toolbox of actionable strategies so that they can apply what they've learned immediately in their organizations. Your participants will learn:

- The one action they must personally take to ensure **they get buy-in from their team,**
- **The approach that almost every organization gets backwards** when training their employees, and
- **The biggest mistake leaders make** when empowering frontline teams.

After this motivating and "actions-packed" keynote, participants will have the strategies needed to lead any customer-facing team.

HOW TO REVOLUTIONIZE WHAT CUSTOMERS EXPERIENCE

Sasha Straus | Keynote

Rise of the Herogen



Brand strategy has never been more timely. Human behavior can no longer be predicted by generational classifications. Our existence has fundamentally changed, and so must the way we operate our businesses and communicate with our constituents.

We are all now perpetually connected. We scramble to block brand messages on our phones, TVs, and computers, but as software gets smarter and hardware gets harder (to manipulate), our habitual tech handholding is becoming a codependency. We can't live (be productive, feel good) without our array of connected devices tapping the Internet. Today's adult never knew life without global private and public 24-hour communication. This sociological and psychological shift in human communication is profound and permanent and must alter how we run our businesses.

The presenter will assert that we can help this connected population learn to direct their power, and how we can lead with them by our side.

Andrew Sykes | Breakout

Creating Awesome Customer Service as a Habit



Awesome customer service is hard to scale, unless it becomes a habit for every employee that interacts with customers (and those who support those who do)! Good companies know what excellent customer service looks like, but Awesome companies have figured out how to make this level of service the easy default.

In this workshop you will learn the secrets to creating employee habits in a way that leaves employees thrilled with the experience and thankful for your support, and that leaves customers raving about your service. You will learn both the formula for creating any habit, as well as the importance of designing the conditions that surround employees and influence their behavior and habits (The Contexts). You will leave with a new view on the value of habits to the destiny of your company, how habits define culture and excited to try your hand at the craft of customer service habit creation.

Brittni Walker & Jaime Pun | Breakout

Who is losing sleep at night over your Customer Experience?



The fastest growing position in corporate America is the Customer Xperience Executive (CXE). Regardless of your company's size or business model, someone in your organization has to be in charge of the Customer experience and all that goes with it. Jaime Pun and Brittni Walker are two of the best CXEs in the world. Their role in their organization was to help create a superior customer experience, and they have done that. Both of their companies have grown at unprecedented rates and are both #1 in their industries at customer experience. They also are both graduates of the Customer Xperience Executive Academy. Jaime & Brittni will present on what their role is as a CXE, how they have impacted change in their existing cultures, and will leave time for sufficient Q&A from attendees.

John Dijulius | Breakout

Intro to The Customer Service Revolution



This breakout is for people who have never seen John before. This is a 45 minute version of John's signature keynote on his bestselling book *The Customer Service Revolution*. You will learn:

- What it takes to be the brand customers cannot live without & how to make price irrelevant
- How to increase your employees service aptitude
- The importance of understanding a day in the life of our customer
- How to create non negotiable standards that everyone must follow to be brilliant at the basics.

Katie Mares | Breakout

How to Tailor your Customer Experience for The Decision Maker... Women



Women are the Chief Purchasing Officer's in their household and the most influential consumer in the world. Women are the economy of the US, they either spend or influence 83% of all non-business to business consumer purchases. Not only do they hold the veto vote on the majority of purchasing decisions they are your number one referral source!

The reality is, most businesses don't take this customer segment very seriously, they are not ready for her, and do not have the tools to give their team members to tailor the experience she receives when doing business with them.

Furthermore, men make up 85% of the executives of the world! This gap between who buys and who designs the Customer Experience is enormous. The Brand Experience is ultimately created by men who are physiologically different from the female who influences close to 30 trillion dollars in consumer spending.

Katie will educate the audience on the impact women have on the world's economy and the importance of tuning in and tailoring an experience that speaks to her! Katie will discuss the physiological differences between men and women and how they differ in their expectations of a customer experience. She will also provide the audience with five applicable takeaways to tailor your Consumer Brand Experience to The Decision Maker.

HOW TO CHANGE THE WORLD YOU LIVE IN: SELF AND COMMUNITY

Christine Cashen | Keynote

The Secret to Get What You Want With What You've Got!



Join the campaign to stop global whining - because it's dangerously contagious! Life is too full of opportunity to waste energy on complaining. Be part of the solution, not part of the problem. You have what it takes right now to make a difference in your personal and professional life!

We are all given what we need to succeed and Christine will help you put those skills to the best use. This program will help you:

- Communicate effectively with all different personality styles
- Create a better day with more energy and time
- Discover how to have less stress and more fun

You don't want to miss this presentation. Join Christine to "Get What You Want with What You've Got" and take charge of what you can change today. You'll leave feeling charged up, motivated and excited to get back to it.

Judson Laipply | Keynote

Lead Your Evolution



Everything changes. Not everything evolves. Providing exceptional customer service is a never-ending quest that often faces constant change. Good companies aim to manage that change. Exceptional companies stop managing change and start leading evolution.

Change is inevitable; evolving is not. Evolving means becoming a better version of ourselves, our organizations, our world by focusing on the things we have influence over. Aiming to provide the best service at all times in every way.

Overcoming the adverse reaction to chaos and embracing the struggles that strengthen. As leaders we need to help our organizations see the need to evolve as the world moves faster and faster requiring a constant evolving mentality. Learn practical strategies you can implement personally and professionally on how you can help lead your evolution.

Kindra Hall | Keynote

The Irresistible Power of Strategic Storytelling



The shift from a transactional economy to a connected one has people scrambling; when surveyed, companies admit they believe a substantial portion of their revenue is under threat as a result. Businesses, brands, sales forces, marketing teams and leaders at all levels are desperately trying to capture attention and resonate with consumers who expect more. Is there a secret weapon? A silver bullet to humanize and connect? Yes. The answer is strategic storytelling.

The problem? In its rapid rise in popularity, "storytelling" has been reduced to unactionable jargon. Everyday businesses and individuals miss critical opportunities to connect with their elusive audiences in powerful and profitable ways because they lack a storytelling skill. Until now.

Kindra Hall has presented this storytelling keynote for audiences around the world and across industries to equip them with this essential skill for success in a connected economy. Far from jargon or fluff, Kindra's approach to storytelling is razor-sharp and immediately actionable. The result: Using Kindra's blueprint for effective storytelling, attendees leave empowered and equipped to close more sales, build better relationships, or blow up their brands by leveraging the irresistible power of their stories.

Willie Jolley | Keynote

Achieving Greatness with an Attitude of Excellence!



Dr. Willie Jolley answers the age-old question: What are the secrets that sustain successful organizations through difficult times? His answers are born out of his work helping Ford Motor Company go from the brink of bankruptcy in 2006 to being positioned to reject the government bailout in 2009 – and on to billion-dollar profits every quarter since 2009. Success Magazine called him "Ford's Secret Weapon!"

In this program Dr. Jolley shares strategies and ideas your attendees can employ to transform their businesses – as well as the five areas of development that can be used immediately to change their thinking and their business.

Upon completing this program, participants will:

- Pursue a workplace culture of excellence
- Seek leadership development – no matter their position in the organization
- Embrace change as a positive factor
- Build teams as the lifeblood of the organization
- Serve the internal and external "customers"

Dina Dwyer-Owens | Keynote

Live R.I.C.H.!

How to achieve success in your life and business with a proven code of values



During her tenure at Dwyer Group, Co-Chair Dina Dwyer-Owens has helped grow the company into a billion-dollar international business. She credits much of that financial success to the company's rock-solid system of core values. While many companies have core values, most (think 95%) don't do a thing with them. Learn how intentionally putting values into action can add major value to your bottom line... and your personal life. That's an investment worth your time!

In this presentation you will learn:

- How to operationalize values so they can be put into practice.
- How to get employees engaged in living the values and loving it.
- How to create systems that keep values top-of-mind in your organization.
- Why your core values should be living and breathing... not just stuck in frames and hung on the wall.

Pete Smith | Breakout

What's NOT Being Said NEEDS To Be Understood



Leadership. Recruitment. Engagement. Retention. Within all of these categories exists one crucial element: effective communication. And the biggest fallacy regarding communication is that 100% of it exists within body language, tone, and words.

We've listened to someone who says all the right things, yet we leave with a pit in our stomach. We witness how one person smiles at a statement while another person cringes. We've tried in vain to convince a colleague that there's a better way, only to be met with extraordinary resistance.

When our body language, tone, and words all seem in perfect sync, why do we still experience ineffective communication? Perhaps it's because we don't understand the crucial distinction between content and context. If content is king, context is God.

Imagine what could be possible if we simply found a better way to communicate with each other. Relationships would be stronger. Performance would be higher. People would be, dare I say, more connected than ever before.

"What's NOT Being Said" is not your ordinary session on communication. It's a fun, entertaining, insightful discussion on how we deliver and receive communication, how that influences our action, and impacts our relationships. You can't afford NOT to learn the skills of becoming a master communicator.

At the conclusion of this presentation, the attendees will:

1. Uncover how their experiences, thoughts, beliefs and history influence what they say and do in a conversation
2. Recognize their inherent bias in listening, and how to adopt one specific listening lens that produces the best results
3. Learn specific words or phrases that trigger a listener in undesirable ways, often without the speaker every knowing it
4. Understand how best to connect with someone who appears disagreeable, agitated, or simply difficult
5. Learn how to use words that increase team alignment, creativity, morale, and performance

HOW TO BUILD A TRANSFORMATIONAL EMPLOYEE EXPERIENCE

Eric Chester | Keynote

On Fire Service: How to Ignite Passion in Your People to Fan the Flames of Customer Engagement



Unless your service proposition is 100% reliant on virtual technology or artificial intelligence, you still rely on a front line comprised of happy, helpful human beings as the primary interface to your cherished customers. But in the midst of the most crushing labor shortage in decades, how are you supposed to find, develop, and keep an arsenal of engaged service providers who will deliver on the expectations your marketing promises?

There's no one better prepared to help us address this challenge than acclaimed workforce researcher, bestselling author, and Hall-of-Fame keynote speaker Eric Chester. He'll reveal numerous ideas, actionable strategies, and best practices that leading companies and innovative leaders are using to win the talent wars and drive outstanding service through a rapidly evolving workforce.

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Conference Dates & Times

Evening Welcome Reception & Pre-registration
Tuesday, October 23rd 2018
7:00 PM - 9:00 PM

Wednesday, October 24th 2018
8:00 AM - 5:30 PM

Thursday, October 25th 2018
8:00 AM - 4:00 PM

Venue

Huntington Convention Center
300 Lakeside Ave
Cleveland, OH 44113

Lodging

The Westin Cleveland Downtown
777 St. Clair Avenue NE
Cleveland, OH 44114

Special Room Rate Available for Attendees

www.CustomerServiceRevolution.com

