

John Dijulius
Dave Murray



Creating a Customer Experience
Action Statement

WEBINAR SERIES

Leading
THE EXPERIENCE
REVOLUTION THE DIJULIUS GROUP

BUILDING EXCEPTIONAL JOURNEYS FOR
CUSTOMERS AND EMPLOYEES

AN ONLINE EVENT

Leading
THE EXPERIENCE
REVOLUTION THE DIJULIUS GROUP

DAY ONE:
OCT. 28, 12:00-3:00PM ET

WHAT YOU WILL ACCOMPLISH:

- Journey map each touchpoint of your customer's experience, viewing it from their perspective
- Reduce inconsistencies, employee and department/location roulette
- Deliver outstanding results with average employees
- Anticipate and avoid service defects at each stage of your customer's experience
- Seek and capitalize on opportunities to go above and beyond at each stage of your customer's experience
- Create and train for non-negotiable standards at each stage of your customer's experience



Creating Your Signature Customer Journey

Leading
THE EXPERIENCE
REVOLUTION THE DIJULIUS GROUP

DAY TWO:
NOV. 4, 12:00-3:00PM ET

WHAT YOU WILL ACCOMPLISH:

- Journey map your employee experience from their viewpoint
- Build a culture moat around your top talent
- Retain engaged, talented employees long-term (it is not about the pay)
- Give employees something to brag about
- Be an obsessively positive and grateful leader
- Reduce turnover
- Increase employee morale
- Instill purpose in your team



Creating Your Signature Employee Journey

Leading
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Resources

- Real life examples
- Tools
- Digital Workbooks
- Real time coaching during event

Leading
THE EXPERIENCE
REVOLUTION THE DIJULIUS GROUP

Your Event Instructors

Learn directly from The Dijulius Group Consultants



Dave Murray
VP of Consulting

John Dijulius
Chief Revolution Officer

#1 New Release





CONTACT US

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Register using this QR code

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Creating a Customer Experience Action Statement

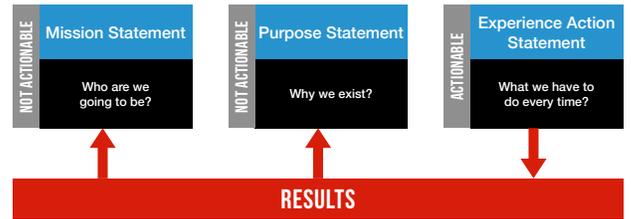
CUSTOMER EXPERIENCE ACTION STATEMENT



A clear call to action of what every employee should intentionally achieve every time they interact with a Customer



CUSTOMER EXPERIENCE ACTION STATEMENT



MISSION



To be the best bank in the U.S.

PURPOSE



We help our clients and communities thrive

CX ACTION STATEMENT



Make *Every* Moment Matter

CUSTOMER SERVICE
REVOLUTION



Leave a positive impression
that will earn a genuine thank you

CUSTOMER SERVICE
REVOLUTION

CARPE MOMENTO

Seize the Moment

Our focus must be on providing a positive experience on every interaction face-to-face, click-to-click, or ear-to-ear.

CUSTOMER SERVICE
REVOLUTION

Consistent Wait Time
Expertise Recognition Personalize
Empathy **RESULTS**
Knowledgeable Genuine Hospitality
Love Their Job Rapport
Ease of Doing Business

CUSTOMER SERVICE
REVOLUTION

WALT DISNEY

To create one of the most special
memories in a person's life.

CUSTOMER SERVICE
REVOLUTION



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CUSTOMER SERVICE
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CUSTOMER SERVICE
REVOLUTION



To inspire and nurture the human spirit - one person, one cup and one neighborhood at a time.

CUSTOMER SERVICE
REVOLUTION

A T O M

Actionable Trainable Observable Measurable

CUSTOMER SERVICE
REVOLUTION



To inspire and nurture the human spirit - one person, one cup and one neighborhood at a time.

CUSTOMER SERVICE
REVOLUTION



CUSTOMER SERVICE
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We are at our best when we are creating enduring relationships and personal connections. When we are fully engaged, we connect with, laugh with, and uplift the lives of our customers, even if it is just for a few moments. It is about the human connection.
 - Howard Schultz

CUSTOMER SERVICE
 REVOLUTION



The Ritz-Carlton®

Ladies & Gentlemen Serving
 Ladies & Gentlemen

CUSTOMER SERVICE
 REVOLUTION



Every guest is cared for
 unlike anywhere else.



Create a positive moment with
 every interaction



Creating peace of mind, one
 moment at a time



Carpe Momento

What? →
**CUSTOMER EXPERIENCE ACTION
 AND PILLARS** ←
 How?

CUSTOMER SERVICE
 REVOLUTION

PILLARS

EXPERTISE

Professionalism
 Quality
 Technical
 Operationally

CUSTOMER INTERACTION

Hospitality
 Relationship
 Connection
 Personalize

ABOVE & BEYOND

Exceed
 Opportunity
 Proactive
 Unexpected

CUSTOMER SERVICE
 REVOLUTION



JOHN ROBERT'S SPA

Be the Best Experience in our Guest's Day

Know More

Love More

Give More

CUSTOMER SERVICE
 REVOLUTION

Make Every Moment Right

Connect

Connect speaks to the key driver of *friendliness*.

A connection could be a smile, a kind word, or a small favor done – but in all cases, we must connect.

Personalize

Personalize speaks to the key driver of *taste*.

We take pride in personalizing our beverages to exact recipe standards and then carefully personalize the perfect treat each and every time.

Own

Own speaks to *trusting our partners*.

We give partners permission to do what's right for our customers and hold them accountable to ensure each customer's visit is extraordinary.

KeyBank



*Make **Every** Moment Matter*

Head



Hero

*Delivering a
 Superior Service Experience.*

— KNOW IT —

Product Knowledge
 Accuracy
 Consistency
 Quick Response

— SHOW IT —

Friendly
 Empathy
 Personalize
 Commitment

— OWN IT —

Empowered
 Accountable
 Anticipate Needs
 Fix It



Building Life Champions

Academics Character Athletics

CX ACTION STATEMENT

1. After coming in contact with you, how do you want your customers to feel emotionally every time they interact with you?
2. How do you want customers to describe their interaction with you?
3. What would it take for you to be the best moment in a customer's day?

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REVOLUTION

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