

John Dijulius  
Dave Murray



WEBINAR SERIES

## Turning your Contact Center into a Relationship Center

## Leading THE EXPERIENCE REVOLUTION

THE DIJULIUS  
GROUP

BUILDING EXCEPTIONAL JOURNEYS FOR  
CUSTOMERS AND EMPLOYEES

AN ONLINE EVENT

### WOULD YOU LIKE TO:



- Create consistency
- Scale your business
- Build a loyal customer base
- Retain your workforce



### BUT YOU'RE STRUGGLING WITH:



- Lack of standards
- Customer complaints
- Unengaged employees
- Implementation that sticks
- Finding A+ employees



Leading  
THE EXPERIENCE  
REVOLUTION

*You can keep struggling, or...*

YOU CAN LEARN TO CREATE A SIGNATURE EXPERIENCE  
THROUGH JOURNEY MAPPING



Customer Experience Cycle  
Here is an example of John Huber's Spa's Customer Experience Cycle  
Stages



Leading  
THE EXPERIENCE  
REVOLUTION

*EVEN IF YOU OFFER BETTER PRODUCTS  
THAN YOUR COMPETITORS,*

**YOU'RE LOSING REVENUE  
IF THEIR SERVICE IS BETTER.**



Consumers will pay more to purchase  
from a company with a reputation for  
**great customer service.**

Companies with highly engaged  
employees have more sales because  
their teams are more likely to go  
above and beyond to improve  
customer service.



**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*

**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*



*Resources*

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

*Your Event Instructors*

Learn directly from The Dijulius Group Consultants



Dave Murray  
VP of Consulting

John Dijulius  
Chief Revolution Officer

#1 New Release



**WHAT'S INCLUDED?**

Full access to October 28th event:  
Customer experience journey maps

Full access to November 4th event:  
Employee experience journey maps

Digital workbooks for each workshop  
with download for each registrant



**PLUS, YOU'LL ALSO GET**

Replay of both workshops, post event, with  
4 weeks access to each

Support post-event

You will have access to a live one hour  
zoom Q&A one week post event to ensure  
you are implementing properly



## WHAT'S MY INVESTMENT?

Leading  
THE EXPERIENCE  
REVOLUTION



### REGISTRATION

Includes both workshops,  
October 28 and November 4



Includes enrollment  
for up to FIVE team members

\$249

\$799

If these workshops helped you retain just one  
client  
or one employee,  
what would that save you?



## CONTACT US

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Website [www.thedijuliusgroup.com/livestream](http://www.thedijuliusgroup.com/livestream)  
Phone 440.443.0026

Register using this QR code

John DiJulius  
Dave Murray

THE  
DIJULIUS GROUP

WEBINAR SERIES

Turning your  
Contact Center  
into a Relationship  
Center

## CONSISTENCY



## SERVICE APTITUDE



“ We don't put our people in Disney,  
we put Disney in our people. ”

- Walt Disney -

## SERVICE APTITUDE

“A person’s ability to recognize opportunities to meet and exceed a customer’s expectations, regardless of the circumstances.”

## SERVICE APTITUDE

Previous Life Experiences

## SERVICE APTITUDE

Previous Life Experiences

Previous Work Experiences

Current Work Experiences

## NEGATIVE CUES?

- ✓ Tone Of Voice
- ✓ Word Choice
- ✓ Non-Verbal Communication

## Verbal Negative Cues

“You need to verify your information”

“You need to confirm your information”

“We just need to confirm your information”





#106

*"Secret Service is the ability to collect customer intelligence and utilize that to personalize their experience and get them to say, 'How'd they do that' and 'How'd they know that?'"*



—John R. DiJulius III

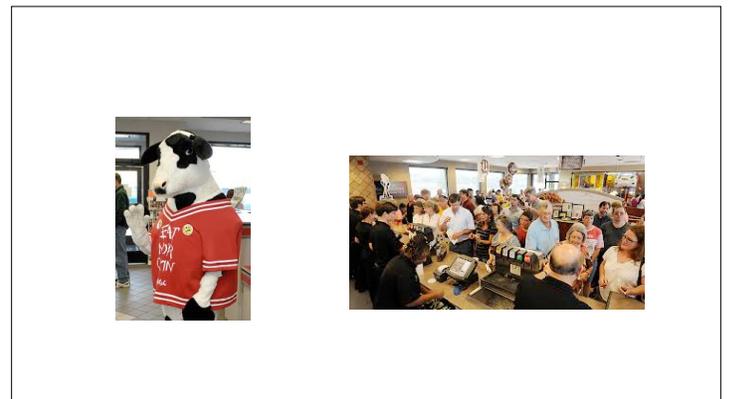


### WHY SECRET SERVICE?

- Create stronger relationships
- Build emotional capital & brand equity
- Customers become Brand Evangelists
- Make price less relevant

### SECRET SERVICE

Silent Cues & Visual Triggers



# BUILDING RAPPORT

# F O R D

Family Occupation Recreation Dreams

## The Maids

### Quote Sheet

**Additional Services/Special Projects**

Exit Garage	Emergency 40 Min. Clean
Garage	Deck
Chandelier	Grout
Light Fixtures	Kitchen Cabinets
Light Bulbs	Grill
Moved Walls or Doors	Vacuum Mattress
Refrigerator	Vacuum Drapery
Wash Walls	Hand Wipe Blinds
Wash Porch	Frugabonding
Plants	Polish Silver
Plaster	Wax Wood

**General Cleaning**

Number of stories	Price Quote
Room Count	Casest Convention
Casest Damage Location	Casest Convention
Casest Instructions and Notes	

**Windows**

Number of stories	Number of windows
Front Windows	Other
Back Windows	Other
High Windows	Other
Left Windows	Other
Wash Inside	Other
Wash Outside	
Window Instructions	

**Additional Notes**

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# COLLECTING FORD

Client:	Company:
Title:	Hometown:
Pre-Call Prep	
Past Purchase History:	CRM Research:
LinkedIn Research (Alumni of):	

<b>FAMILY</b>	<b>OCCUPATION</b>
Spouse	Years at company
Children	Previous position/company
Pets	Company Highlights
	Preferred Communication

<b>RECREATION</b>	<b>DREAMS</b>
Hobbies	Personal
Vacations	Professional
Favorite Beverage	Dream Vacation
Charity	

FORD Call to Action:

Business Discussion:

Business Call to Action:

Name:	Company:
Title:	Hometown:

Pre-Call Prep

Past Purchase History: CRM Research:

LinkedIn Research (Alumni of):

<b>FAMILY</b>	<b>OCCUPATION</b>
Spouse	Years at company
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FORD Call to Action:

Business Discussion:

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FORD Call to Action:

Business Discussion:

Business Call to Action:

## PERSONAL CONNECTION = BETTER PERFORMANCE

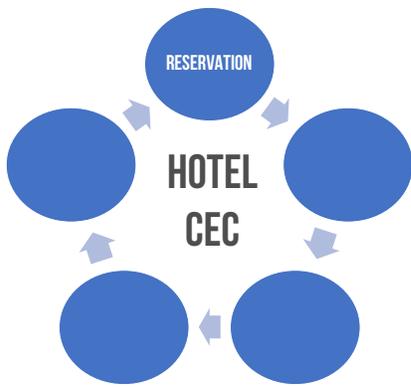


## PERSONAL CONNECTION = BETTER PERFORMANCE

GROUP A



GROUP B



## STAGE 1: ~~RESERVATION~~

### Service Defects

- On hold
- No rooms available
- Can't access rewards no.
- Price

### Operational Standards

- Name
- Booking information
- Credit card

### Experiential Standards

- Smile
- Use name 2-3x
- Ask "Is there anything else I can do for you today?"

### Above & Beyond Opportunities

- Upgrade room
- Update system to reflect special info.

## EXPERIENTIAL

Smiling  
Using Name 2-3x  
Energetic & Friendly Tone  
Warm Transfer  
Proper Thank You  
FORD



## THE EMPLOYEE EXPERIENCE REVOLUTION

# Q & A



**DAY ONE: October 28th 12:00-3:00PM ET**  
**Customer Experience Journey Mapping**

- Journey map each touchpoint of your customer's experience, viewing it from their perspective
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- Deliver outstanding results with average employees
- Anticipate and avoid service defects at each stage of your customer's experience
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- Create and train for non-negotiable standards at each stage of your customer's experience

**DAY TWO: November 4th 12:00-3:00PM ET**  
**Employee Experience Journey Mapping**

- 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

Register now for special introductory pricing  
 Up to 5 team members, both days: ~~\$395~~ \$249

*Leading*  
**THE EXPERIENCE  
 REVOLUTION**

Register and Learn to Build  
 Exceptional Journeys for  
 Customers and Employees



**2024 VIRTUAL  
 WEBINAR SERIES**

**Upcoming Webinars:**

- October 10th: TURNING YOUR CONTACT CENTER INTO A RELATIONSHIP CENTER
- October 24th: CREATING YOUR COMPANY'S CUSTOMER SERVICE ACTION STATEMENT
- November 14th: FORGET CUSTOMER SURVEYS; LEARN REAL CX KPI'S
- December 6th: SERVICE RECOVERY NEVER AND ALWAYS

ALL Webinars at 1:00 pm, EST



**JOHN DIJULIUS**  
SPEAKER



**DAVE MURRAY**  
SPEAKER

**THE EMPLOYEE EXPERIENCE REVOLUTION**



