

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



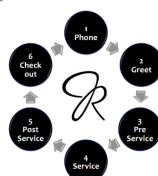
Leading
THE EXPERIENCE
REVOLUTION

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 Robert'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



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

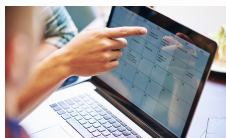
Replay of both workshops, post event, with
4 weeks access to each

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?



REGISTRATION

Includes both workshops,
October 28 and November 4



Includes enrollment
for up to FIVE team members

Leading
THE EXPERIENCE
REVOLUTION

\$249

\$799

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



CONTACT US

E-mail Lindsey@thedijuliusgroup.com
Website 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

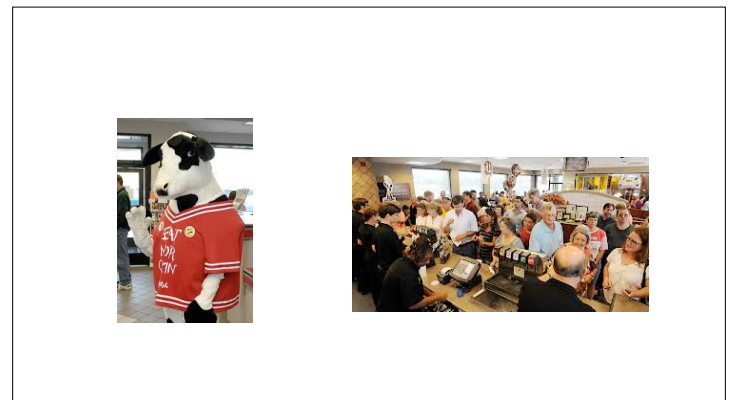


WHY SECRET SERVICE?

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

SECRET SERVICE

Silent Cues & Visual Triggers



BUILDING RAPPORT

FORD

Family Occupation Recreation Dreams

The Maids	
Quote Sheet	
Additional Services/Special Projects	
Fast Cleanup	Emergency 60 Mins. Clean
Carpet	Deck
Chandelier	Gargoyles
Light Fixtures	Kitchen Cabinets
Light Bulbs	Grill
Matted Mats or Doors	Vacuum Mattress
Refrigerator	Vacuum Drapery
Wash Walls	Hand Wipe Blinds
Wood Polishing	Fingerprint Cleaning
Plants	Polish Silver
Plaster	Plaster Work
General Cleaning	
Number of stories	Price Quote
Room Count	Carpet Condition
Carpet Damage Location	Carpet Corrosion
Carpet Instructions and Notes	
Windows	
Number of stories	Damaged windows/glass
Front Windows	Other
Back Windows	Other
Right Windows	Other
Left Windows	Other
Wash Inside	Other
Wash Outside	Other
Window Instructions	
Additional Notes	

© Copyright 2017 The Maids International, LLC. All rights reserved. This service is not to be performed in a commercial setting.
 THE DIJULIUS GROUP
 CREATING A CUSTOMER SERVICE REVOLUTION

COLLECTING FORD

Name: _____		Company: _____	
Title: _____		Hometown: _____	
Pre-Call Prep		CRM Research: _____	
Past Purchase History: _____		LinkedIn Research (Alumni of): _____	
FAMILY	OCCUPATION		
Spouse _____	Years at company _____		
Children _____	Previous position/company _____		
Pets _____	Company Highlights _____		
	Preferred Communication _____		
RECREATION	DREAMS		
Hobbies _____	Personal _____		
Vacations _____	Professional _____		
Favorite Beverage _____	Dream Vacation _____		
Charity _____			
FORD Call to Action: _____			
Business Discussion: _____			
Business Call to Action: _____			

CUSTOMER SERVICE
 REVOLUTION

Name: _____		Company: _____	
Title: _____		Hometown: _____	
Pre-Call Prep		CRM Research: _____	
Past Purchase History: _____		LinkedIn Research (Alumni of): _____	
FAMILY	OCCUPATION		
Spouse _____	Years at company _____		
Children _____	Previous position/company _____		
Pets _____	Company Highlights _____		
	Preferred Communication _____		
RECREATION	DREAMS		
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		CRM Research: _____	
Past Purchase History: _____		LinkedIn Research (Alumni of): _____	
FAMILY	OCCUPATION		
Spouse _____	Years at company _____		
Children _____	Previous position/company _____		
Pets _____	Company Highlights _____		
	Preferred Communication _____		
RECREATION	DREAMS		
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		CRM Research: _____	
Past Purchase History: _____		LinkedIn Research (Alumni of): _____	
FAMILY	OCCUPATION		
Spouse _____	Years at company _____		
Children _____	Previous position/company _____		
Pets _____	Company Highlights _____		
	Preferred Communication _____		
RECREATION	DREAMS		
Hobbies _____	Personal _____		
Vacations _____	Professional _____		
Favorite Beverage _____	Dream Vacation _____		
Charity _____			
FORD Call to Action: _____			
Business Discussion: _____			
Business Call to Action: _____			

PERSONAL CONNECTION = BETTER PERFORMANCE

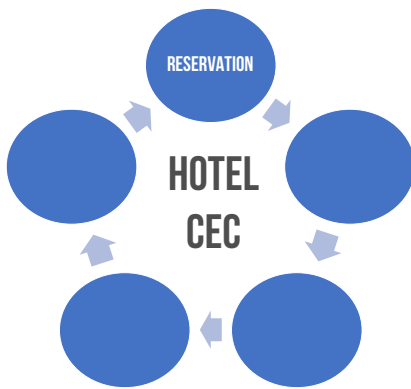


PERSONAL CONNECTION = BETTER PERFORMANCE

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
- 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

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: ~~\$499~~ \$249

Leading
**THE EXPERIENCE
REVOLUTION**
THE DIJULIUS GROUP

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

Q & A

