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What's the Secret?: To Providing a World-Class Customer Experience

By John R. DiJulius



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What's the Secret? gives you an inside look at the world-class customer service strategies of some of today's best companies. You'll learn how companies like Disney, Nordstrom, and The Ritz-Carlton get 50,000 employees to deliver world-class customer service on a consistent basis- and how your company can too. Packed with insider knowledge and a wealth of proven best practices, author John DiJulius will show you how your company can emulate the world's best customer service providers.



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Editorial Review

From the Inside Flap

Business has never been tougher than it is today. Are you competing on price or service? The only companies surviving with long-term sustainability are the ones fanatical about differentiating themselves through the customer experience they deliver.

The companies that focus on delivering a world-class customer experience not only have higher sales growth, a stronger bottom line, and lower employee turnover, they also have a distinct competitive advantage in their marketplace. *What's the Secret?* presents an in-depth, inside look at the world-class customer service strategies employed by the world's most customer-friendly companies.

Top customer service consultant John DiJulius has spent his entire career cracking the code to learn how organizations can deliver world-class service. Now he reveals the proven strategies and principles of world-class service companies like Disney, Nordstrom, and The Ritz-Carlton. While even small companies often struggle to deliver adequate customer service on a regular basis, these companies manage to align tens of thousands of employees to deliver consistent top-class care and service to every customer.

No matter how small or large your business—even if you only manage yourself or a small department—the best practices you'll find in *What's the Secret?* will change the way you serve customers and lead to long-term excellence. You'll find the proven steps, best practices, and service standards that you need to build a customer service machine that delivers day-in and day-out. You'll learn how to attract and retain a high-quality customer service workforce, measure customer satisfaction, and create a culture that routinely finds ways to go above and beyond for your customer.

No matter what you do, customer service excellence is the indisputable key to long-term business success and the only way to make price less relevant to your customers. Provide a world-class customer experience and dominate your market.

From the Back Cover

Praise For *What's the Secret?*

"In a world of ever-increasing mediocrity, real customer service and relationship building are the keys to competitive differentiation. DiJulius's work is a blueprint to helping businesses exceed customer expectations."

—John Maguire, COO, Panera Bread

"It's no secret that DiJulius helps companies go above and beyond mundane services to stage truly compelling experiences. His real-world, down-in-the-trenches perspective in *What's the Secret?* is sure to help many managers create an enduring legacy of being the very best they can be."

—James H. Gilmore, coauthor of *Authenticity: What Consumers Really Want*

"DiJulius has an amazing ability to offer clarity and simplicity to the message of creating world-class service. This book offers a road map to creating superior service in any industry."

—Nance Hastings, Vice President, Field Education and

Talent Development, Estée Lauder

"Given the general uniform quality of global products and services, the primary way firms differentiate themselves and drive exceptional margins is through outstanding customer service—secret service! DiJulius's book provides the kind of practical simplicity and depth it takes to achieve industry-dominating customer service. I know, because we've exposed thousands of business owners to DiJulius's approach and results match the promises."

—Verne Harnish, founder, Entrepreneurs' Organization; CEO, Gazelles, Inc.;

and author, Mastering the Rockefeller Habits

"In this fast-changing global world, DiJulius has been able to simplify the game of service. People's tastes and time constraints have rapidly changed, but the desire for personalized human contact still remains the overwhelming factor in winning."

—John Rolfs, General Manager, The Ritz-Carlton

"What's the Secret? delves even farther into the customer service experience and, more importantly, explains how to focus the entire organization on this one key element to all business success. DiJulius has once again delivered a fine addition to any business library."

—Maggie Hardy Magerko, owner and President, 84 Lumber Company

About the Author

John R. DiJulius III is considered the authority on customer service and President of The DiJulius Group, a consulting firm that helps companies differentiate themselves through superior customer service. He is also the owner of the John Robert's Spa, a chain of high-end salons and spas repeatedly selected among the top twenty in America. For more information, visit www.thedijuliusgroup.com.

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