



The Customer Service Revolution: Overthrow Conventional Business, Inspire Employees, and Change the World

John Dijulius

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In *The Customer Service Revolution*, DiJulius points out how numerous companies have made Customer service their biggest competitive advantage, are dominating their industries, and have made price irrelevant. As a result of this Customer service revolution, people are being treated differently, better, and in a way like never before. This is a result of how companies and management are treating their employees and how employees are treating each other and the Customer—which ultimately permeates into people's personal lives at home and in their communities. Can the way you run your business or treat your Customers have an effect on the world at large? John DiJulius will show you just that!

Drawing on years of experience consulting with the top customer service companies around the world and in his role building his first business, John Robert's Spa, into one of the top 20 salons in the US, DiJulius will show you exactly how to create your very own Customer service revolution and make price irrelevant.

The Customer Service Revolution: Overthrow Conventional Business, Inspire Employees, and Change the World Details

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From Reader Review The Customer Service Revolution: Overthrow Conventional Business, Inspire Employees, and Change the World for online ebook

Chuck Krivanek says

I've received the most actionable information from this book than I have from the last three. Well written.

Leonardo Alfonseca says

Great book on customer service and very practical

Corlina Cramer says

This is an amazing book with many new, innovative ideas to implement! I couldn't put it down!

Holly Stout says

Great book for a book circle at your company. Really explains the change in customer's perceptions of companies and how to hold on to your customer's. Has interesting stories of popular companies and what they have done to keep customer's.

Darren says

Do right by your customers and your customers will do right by you, this is essentially the author's central message. This may lead to you achieving a strong, loyal customer base that does not focus just on price.

Of course it helps to have products and services that your customers need and want, yet if you manage to convince them to be enthusiastic, loyal and devoted to your company, a lot of the battle is already won. You will get so-called sticky customers.

This is a fairly light, accessible, interesting read that draws you in. It underlines time after time how customer service is an investment, a key requirement, an essential part of your company's DNA and not just a task that must be done to provide a veneer of service.

As the author notes, every one of us is price sensitive to some degree yet typically, with the majority of companies where we do business, we know how much they charge and what it costs to get the same thing from elsewhere. Yet often we are prepared to pay perhaps a little more or become blind to the price difference because of those little extras they provide us, how they make us feel, the support they give and so

many other small yet powerful things. Competing on experience can give a surprising boost to many companies. Competing on price is something you do when you have nothing else, the author astutely notes, noting a survey that 85% of U.S. consumers said they would pay 5-25% more to ensure a superior experience. That can be, even after any marginally higher costs due to providing the experience, a lot of profit. If you can provide a great experience with a still competitive price you have the best of both worlds.

In the book the author looks at predominantly U.S. companies such as Google, Zappos and Amazon who have in many ways got the experience side of things sorted. Quite a few companies who are on the author's naughty list are also examined to show some of the things they do wrong. Some of the stories do beggar belief, even though they have been seen before time after time. The pain doesn't lessen.

That said, you must wonder about customers too and marvel at the professionalism of some of the customer services workers. They must get some very weird calls at times. As a test, the author Called a customer services line of a shoe retailer and asked what the weather forecast was for a town on the other side of the country: without missing a beat the rep cheerfully looked it up, told the unknown customer a five-day forecast and asked them if she could be of any help!

Even relatively small things such as signage and staff interaction come under the author's gaze and their possible negative connotations towards customers.

You will look at your business in a different light after reading this book. Either with an eye for change or to pat yourself on the back for a great transformation.

This book gave a lot more than one expected. It surpassed the customer's expectations in other words – which is exactly the core idea the author is trying to get over. A book like this could be essential reading for your company's senior staff or possible all employees as they all play a part with the customer experience.

The Customer Service Revolution: Overthrow Conventional Business, Inspire Employees, and Change the World, written by John R. DiJulius and published by Greenleaf Book Group. ISBN 9781626341296, 200 pages. YYYY

Dean Calhoun says

Excellent read for any company wanting to improve customer experience

The author does a great job of describing how world class companies provide extraordinarily customer service. One of the things that sticks in my mind is that typically younger customer service personnel don't typically fly first class, stay at 5 star hotels, or eat at top restaurants, so how can you just expect them to know what amazing customer service is about. Customer service requires an ongoing investment.

Jim Cerone The Perfect Host DJ MC says

MUST. READ. Want to know how the world of commerce has changed? Read this, now. This book is a must read for ANY business owner, company CEO, salesperson, etc. How have your customers/clients changed and why? What are their expectations today vs. yesterday? Relevant advice you MUST put into

practice immediately, supported by many real world stories. Best business book I've read in years.

Stanley Lee says

Wonderful insights

Informative and detailed explanation with plenty examples. At the end the mindset that need to be changed within yourself and yr employees is the key.

Tammy Weldon says

Excellent! I can't wait for the DiJulius Group to come train our organization in a couple of weeks!

Altina Wickstrom says

Great resource

I have read more than a few books n the subject over the last year. This book is full of information and motivation. I have already started implementing new customer service policies in my business. Great resource and read.

Kme_17 says

I received this as a first read. This is a short quick read. However there is a lot of information in this book. Has really interesting tips and tricks. A really good book for those looking to be better informed about customer service.

Scott Wozniak says

It started with a lot of inspirational fluff, but then it delighted me by getting very specific and tactical. This book is focused entirely on the service interactions with customers, and I've learned that you have to build an entire system for the company, not just make the conversations cool. But for the area of service conversations, this is one of the better books I've read.

Joy says

As customer service books go, this one had a lot of great ideas. I only gave it 4 stars because the majority of the ideas need to be implemented by management. As someone further down the chain, I would not be able

to set these things in motion. The author even recognizes this fact in the text. However, I do like his ideas and enthusiasm! And there were things I picked up for my own use in the book.

Paul Franco says

“It takes 20 years to build a reputation and five minutes to ruin it.” This book is both entertaining and fascinating, with plenty of great stories about how certain companies have profited from treating their customers not just right, but the extra mile. Also included are some who didn’t, with corresponding results. It also explains why that perkiness that sometimes strikes me as fake on the phone or in person is used. I’d imagine there’s a lot of executives who wouldn’t bother to read this--or listen at the author’s seminars--but for those with an open mind and not-giant ego, this can only help.

Nicky says

I've had the pleasure of reading John's books, working with him and his team, and seeing him speak several times. He's well-spoken and incredibly passionate. Worth the read.
