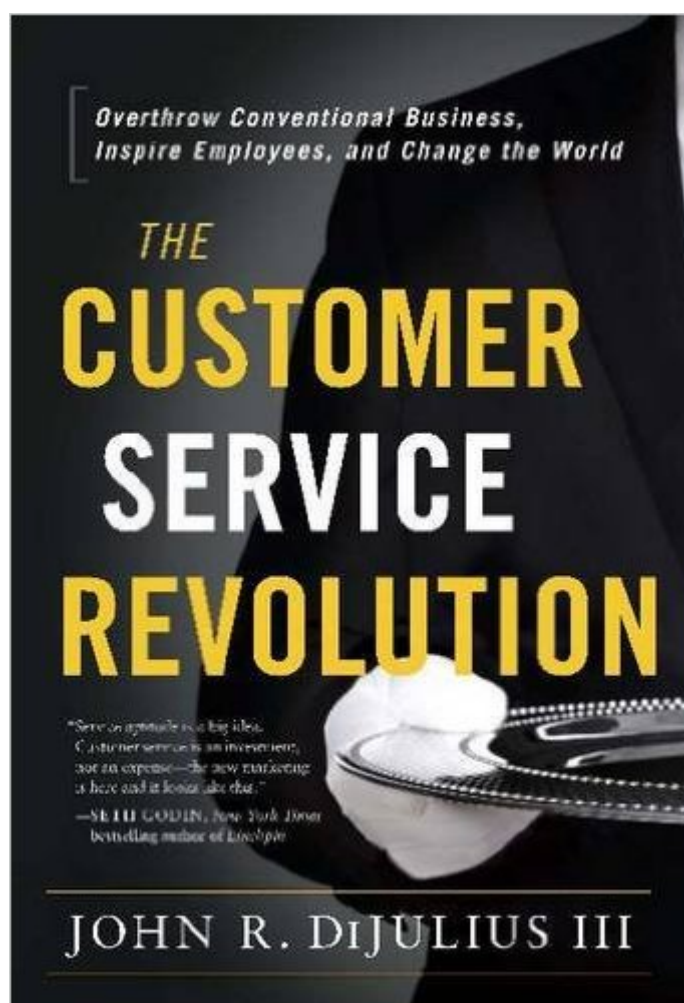


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# The Customer Service Revolution: Overthrow Conventional Business, Inspire Employees, And Change The World



## Synopsis

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.

## Book Information

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## Customer Reviews

\*This book was received for free from Netgalley for my unbiased review. Listen up CEOs, managers, entrepreneurs. The magic in keeping your business thriving and surviving and putting more money into your pocket is by caring about your customer- pure and simple. John DiJulius is quite clear that if something is wrong in your business and you are doing everything technically right, it could be how you treat your customers. And in his latest book, he has the case studies and facts to back this up. As a person in customer service/sales industry myself, I can admit customers can be huge babies and want things done yesterday. However, I am also a consumer and there have been times

when a sales rep has made my sour day turn worse. For instance, when Netflix decided to up their prices all of sudden, customers sounded off online. In 2011, Netflix had a severe fallout. And the internet magnified the situation, causing over 80,000 Facebook fans to sound off. (16) DiJulius goes on to list examples of companies who actually put customers first and are still standing strong: Zappos, and Starbucks. Just to name a few. If you have purchased anything from these places you know very well how much they value their customers. He also uses excellent examples of how to turn your customer away and lose your business. I would love to list all of them here, but let's just say that posting something like, "We are not responsible for your lost or stolen items" or, "Your 5:00 is here." (I am not a 5:00, my name is Erica) are great ways to depersonalize and not care.

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.

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