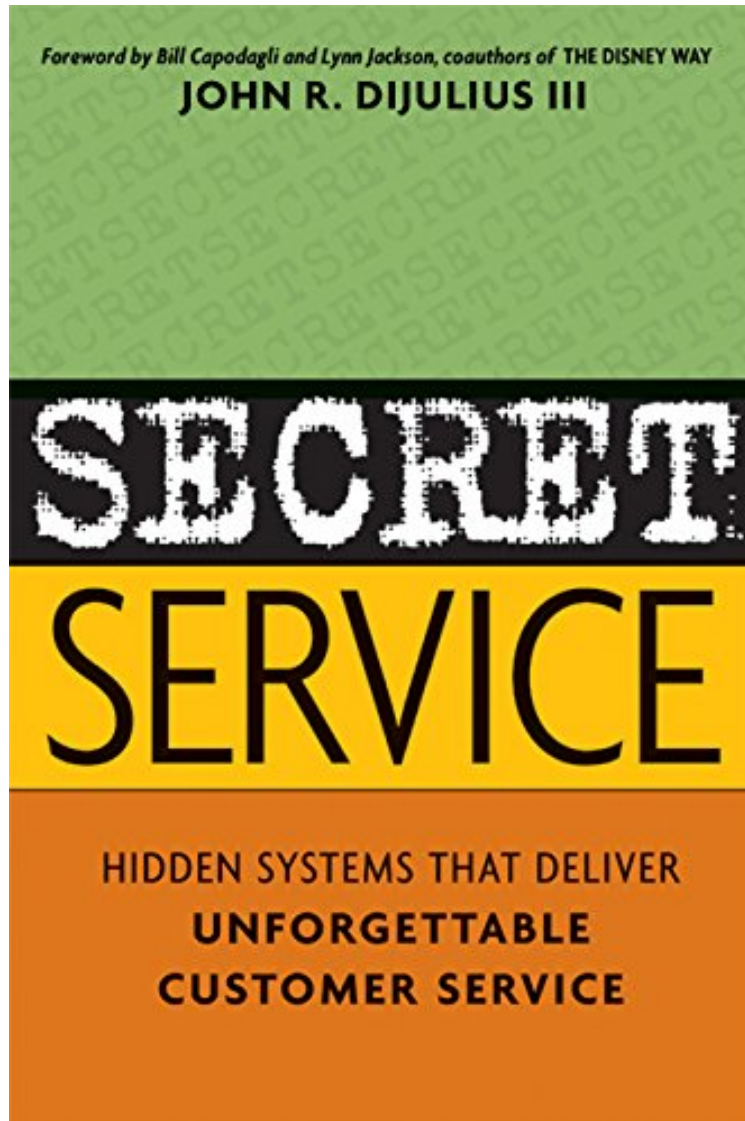


[Read free] Secret Service: Hidden Systems That Deliver Unforgettable Customer Service

# Secret Service: Hidden Systems That Deliver Unforgettable Customer Service

*John R. III DiJulius*

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**John R. III DiJulius : Secret Service: Hidden Systems That Deliver Unforgettable Customer Service** before purchasing it in order to gage whether or not it would be worth my time, and all praised Secret Service: Hidden Systems That Deliver Unforgettable Customer Service:

1 of 1 people found the following review helpful. John Dijulius Has Transformed Our BusinessBy J StelzerWant to turn your business into something truly world class? Read and employ the power of Secret Service. This book, in tandem with Dijulius' second titled "What's the Secret", have become a service excellence blueprint for our business.

Of course, there are lots of other great books on the subject. But since we have decided to spend less time reading and pontificating and more time DOING, we've found everything we need to succeed is within the covers of his two books. Read them, focus on the principles, live the service culture by talking about it relentlessly with your team, set the examples, be patient and plan realistic implementation strategies, and don't compromise your world class mission. These books are powerful! P.S. - We've made both required reading for our entire team and they are part of the new hire packet for anyone joining our team. Doing so has provided an immediate connection for the team and creates a basis for continuing conversation and improvement for our service culture.

0 of 0 people found the following review helpful. Great read for my team!

By CustomerMy salon team used this book to help brainstorm what Secret Service ideas we could implement to help grow our clientele as well as to show appreciation to those we already service. I really enjoyed reading about the customer service from multiple industries and how we could use those to enhance our own business.

1 of 1 people found the following review helpful. Great ideas from a successful salon owner

By Rockets Red GlareI was really impressed with the ideas shared in Secret Service. When someone claims to reach over a million in annual revenues in a fairly short period of time, I pay attention. Many ideas are simple and inexpensive to implement - like a special color cape for new hair clients so staff know to introduce themselves and make the guest feel welcome.

“Either you can decide to compete on price alone and pray you can maintain a cost structure to generate a profit, or you can provide magical moments that create value for your guests. . . . Throughout Secret Service, DiJulius demonstrates how to transform bland customer service standards into memorable customer experiences.”

— from the foreword by Bill Capodagli and Lynn Jackson, coauthors of *The Disney Way* and *Every Business Is Show Business*

How many successful businesses provide the kind of unforgettable client experience that keeps customers coming back time after time and year after year? John DiJulius has built his award-winning business around a customer service approach that has earned comparisons to Disney, Nordstrom, and other legendary customer experience pioneers. In *Secret Service* DiJulius reveals how to develop behind-the-scenes systems that will enable your business to

- \* develop a great corporate culture that shows in the dedication and passion of your front-line people
- \* “go deeper” with your existing customers
- \* turn complaints into positive experiences
- \* make each customer feel welcome, comfortable, important, and understood.

DiJulius will teach you all the techniques that have catapulted his business to the top, making him one of the most sought-after service experts in America. By quantifying and examining each phase of the Customer Experience Cycle, *Secret Service* reveals clever, practical ideas that can be transformed into repeatable best practices in any organization and at every level. Packed with examples applicable to a wide range of industries, this book provides practical, realistic ways to reap the benefits of greater customer loyalty, exponentially expanded referral networks, lower employee turnover, and stronger bottom-line results.

"DiJulius has written a very practical, informational book for those who want to make customers their highest priority." -- Mercury News, San Jose, CA April 2003

"It's a must-read if you're serious about providing unforgettable customer service that will blow away your competition." -- CHEF

From the Back Cover

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“If you or your staff read only one book, make it this one! *Secret Service* contains a wealth of insights on how to grow your business and build great relationships with your customers, whatever the nature and size of your business.”

— Michael Blitz, President, Center for Small Business Success

“John DiJulius is a secret-agent man with a thousand small ideas that together create one great experience. He understands that paying attention to how one delivers each service component is the first big step in staging a more compelling experience for each customer. Owners and managers of any business—big or small—would be wise to read his book.”

— James H. Gilmore, coauthor of *The Experience Economy*

“Brilliantly written by someone who practices what he teaches.”

— Horst M. Rechelbacher, Founder, Aveda Corporation

John R. DiJulius III is the president of John Robert's Hair Studio Spa, one of the top salons in the United States, and the winner of the prestigious Ernst Young Entrepreneur of the Year Award. John is also president of Minding Your Business, a consulting firm

specializing in customer service and marketing. He lives in Aurora, Ohio, with his wife Stacy and their sons Johnni IV, Cal, and Bo. About the Author John R. DiJulius III (Cleveland, OH) is the founder of John Robert's Hair Salons, which won the Ernst Young Entrepreneur of the Year Award in 1999. He is President of Minding Your Business, a business consulting firm specializing in customer service and marketing. For more information about the author visit his website [www.secretservicesystems.com](http://www.secretservicesystems.com).