

# John DiJulius

AUTHOR • SPEAKER • CONSULTANT



## Making Price Irrelevant

Known as “THE” Authority on World-Class Customer Experience, John is redefining customer service in corporate America today. He didn’t read the books on customer service, he *wrote* them: *Secret Service, Hidden Systems That Deliver Unforgettable Customer Service* (AMACOM BOOKS 2003) and *What’s The Secret? To Providing a World-Class Customer Experience* (Wiley & Sons 2008).

John has cracked the code! He answered the question: What’s the Secret? After years of researching the best customer service companies in the world, he has solved the mystery of why companies like Disney can get 50,000 employees to deliver legendary customer service on a regular basis and why some companies or departments can’t get a team of 12 to be consistent.

He is the founder and CVO (Chief Visionary Officer) of The DiJulius Group, a consulting firm helping companies “Make Price Irrelevant.” Top organizations across the world use his philosophies and systems for creating world-class service. He has worked with companies such as the Ritz Carltons, Lexus, Nordstroms, Starbucks, Nestle, Marriott Hotel, Hallmark Cards, Panera Bread, Cheesecake Factory, Harley Davidson, Progressive Insurance, US Bank, Nemaocolin Resort, State Farm, and Chick-fil-A to help them continue to raise the bar and set the standard in customer experience. John has pioneered dozens of revolutionary customer service concepts and techniques that are easy to use. He also makes them easy to implement with a process that will not allow your organization to let these great ideas slip through the cracks.

John is not just telling others how to do it. Besides owning and running The DiJulius Group, he is also the founder and owner of John Robert’s Spa with five locations and over 150 employees, which he uses as his living laboratory to test his findings and theories. John Robert’s Spa has been named one of the Top 20 Salons in America.

One of the most captivating and charismatic speakers today, John will not only share what the best customer service organizations do, but more importantly *how* they implement and execute world-class experiences consistently companywide.

### UNCONDITIONAL GUARANTEE

How confident is John with the quality of his work and impact it will have on your organization? Every speaking and consulting agreement his clients sign and every invoice says,

*“If for any reason you are not 100% satisfied, please pay what you think is fair.”*

Contact

John DiJulius

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## Keynotes & Workshops

### **Secret Service Keynote**

As one of the most charismatic and inspirational speakers today, John DiJulius has cracked the code and shares dozens of brilliant ideas on how the top customer service companies in every industry consistently exceed their customer's and staff's expectations. He then customizes these concepts for your organization's front-line employees to easily follow without reducing productivity.

### **Customer Experience Cycle Workshop**

After a customized Secret Service keynote for your organization, John then puts all the attendees through his world-renowned Customer Experience Cycle. Teams from every department help define the critical "Service Defects" that need to be avoided, non-negotiable experiential "standards" that should be executed consistently, and the best "Above & Beyond" Opportunities that exist at each point of contact (stage) with customers, thus reducing the wide variation of the customer's experience.

### ***What's The Secret? Workshop***

This workshop covers the Ten Commandments to providing a World-Class Customer Experience. John shares how the best service organizations execute each of the commandments and then has your management team spend time creating similar systems that fit their organization. This workshop is designed for management teams to work together on creating systems and processes to providing a world-class experience, customizing these principles to fit their organization.

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## Client List

ACE Hardware  
American Assoc of Cosmetology Schools  
American Express  
American Society of Training & Develop.  
Aurora City Schools  
Aveda Corporation  
A-T Solutions  
Barton Creek Resort  
Beachwood Chamber of Commerce  
Beauty & Barber Assn. (BBSI)  
Bertram Hotel  
Bill Ault Systems  
Breakers Hotel  
Building Service Contractors Association  
Cameron Mitchell Restaurants  
Cameron's Steakhouse  
CardioNet  
Carter Mario Law Firm llp  
Catherines  
Center for Health Affairs  
Chamber of Flowood, Missouri  
Charles Penzone's Grand Salons  
Chatters Canada  
Charming Group  
CHART (Council of Hotel & Restaurant Trainers)  
Chick-fil-A  
Cincinnati Restaurant Association  
Citizens Bank  
Civello Salons & Spas  
Chevron  
CJ Advertising  
Clear Choice Eye Laser Center  
Cleveland Indians  
Cleveland State University  
Collega Distribution (Canada)  
College Works Painting  
Colliers International Real Estate  
Conoco Phillips  
Consumer Banking Association  
COSE (Council of Small Business Enterprise)  
CosmoProf  
Country Club Bank  
Creative Salon Concepts Distribution  
CURA Hospitality  
Cuyahoga County Juvenile Det Center  
Dataprise  
Hotel Del Coronado  
E53 Credit Union  
Eastern Association of Equipment Lessors  
Eat'n Park Hospitality Group  
Eat'n Park Restaurants  
El Pollo Loco Restaurants  
Empowerment Group  
Entrepreneur's Organization  
Entrepreneur's Organization University  
Exhibit Design & Produc Assoc  
Extended Technologies  
Famous Supply  
Fashion Bug  
Florida Restaurant Lodging Association  
Fredric's Corporation  
Fox Sports Sky Box  
Fulton's Crab House  
Gazelles  
General Electric  
Good Samaritan Nursing  
Goodyear Tire  
GOT JUNK.com  
Haagen-Dazs  
Hairy Cactus  
Hallmark Cards  
Harley Davidson  
Hermes Landscaping  
Hermes Nursery  
Hotel Del Coronado  
Hotel Financial Technical Professionals  
Huddle House Restaurants  
Huntington Bank

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Insurance Women of Akron  
International Chain Salon Association  
Inkjet Collect  
Iris Visual Group  
Jake Melnick's  
Jean Madeline Salon  
John Robert's Spa  
Jump Start Executive Education  
JUUT Salon Spa  
Kent State University  
Keybank  
Knowledge Capital of India  
KSL Resorts  
La Costa Resort  
Lane Bryant  
LaserCycle, Inc.  
Levy Restaurants  
Lexus  
Lumbra, Robinson & Associates  
Mark Pardo Salons  
Marketing Executives Group (MEG)  
Martini Italian Bistro  
Masters Inc.  
Max & Erma's Restaurants  
Messenger Courier Ass of the Americas  
Mia Torre  
Michael Anthony Salons  
McKinley, Inc  
Mitchell's Fish Market  
Mr. Goodcents Subs & Pasta  
Mrs. Levy's Delicatessen  
National Assoc of Convenient Stores  
National City Bank  
National Cleaners Association  
National Restaurant Association  
National Service Group  
Neill Corporation  
Neill Quality College  
Nemacolin Resort  
Nemacolin Spa  
Nordstrom  
Northeastern Ohio Treasury Mgmt Ass.  
Oakwood Worldwide  
Ohio State Buckeyes  
Olympic Steel, Inc  
Omni Realty  
OnSite Safety  
Optice Nerve  
Oros Medical Insurance  
Pacifico Distributor  
Panache Salon & Spa  
Panera Bread  
Parkhurst Dining Services  
Parschauer Eye Center  
Perfect Image  
Periodontal Association  
Pizza Hut  
Pride One Real Estate  
President's Forum  
Progressive Insurance  
Professional Photographers Assoc.  
Rafiel's Signature Salon  
Ranchos Las Palmas Resort  
RAM Restaurant & Brewery  
Raylon Corporation  
Regis Salons  
Restaurants on the Run  
Robbins, Kaplan, Miller & Ciresi  
Rock Bottom Brewery  
Saint-Gobains  
SalonBiz Software  
Salon Services Distribution  
Salon Systems  
Salon Today Top 200 Conference

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Sandridge Foods  
Seattle's Best Coffee  
Senior Portrait Artists  
Serpentini Chevrolet  
Service Management Forum  
Six Flags  
Skoda Minotti & CO C.P.A.  
Skyline Chili  
Smart Business Magazine  
Solon Chamber of Commerce  
Spiaggia  
SportClip  
Spratts Kitchen & Market  
SS&G Financial  
Starwood Hotels  
State Farm Insurance  
Suma Health Care  
SuperCuts  
Texaco  
The Homestead  
The Melting Pot  
The Park Classic Diner  
The Ritz Carlton – Cleveland  
The Ritz Carlton – New Orleans  
The Ritz-Carlton - Miami  
The Salon Association  
Touch The World  
Ultra, Inc  
U.S. Bank  
Vail Mountain Lodge  
Van Michael Salons  
VISX  
Westin Hotel & Resorts  
Westfield Insurance  
Wingstop Restaurants  
Wolfgang Puck  
Women In Networking  
Woodard Photographic

Young Entrepreneur's Organization  
YPO Malaysia  
YEO University  
Young President's Organization  
Zio's Italian Kitchen

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