



Secret Service: Hidden Systems That Deliver Unforgettable Customer Service

By John R. DiJulius III

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Foreword by Capodagli and Lynn Jackson, coauthors of *The Disney Way*

All businesses have customers, but how many of them deliver unforgettably good customer service? *Secret Service* reveals the hidden systems of the few exceptional companies that do: what actions they take behind the scenes to consistently surpass customer expectations. These organizations reap the benefits of greater customer loyalty, exponentially expanded referral networks, lower employee turnover, and stronger bottom-line results.

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:

- * Turn customer complaints into positive experiences
- * Use marketing to go deeper with existing customers
- * Increase customer and employee retention, and turn bland customer service into truly memorable customer experiences"

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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* he 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!

“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*

“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.

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