

What's the Secret?

(To Providing World Class Customer Service.)
By John R. DiJulius III © 2008)

This is the book that I recommended at the last **ACE** meeting. Most of the books that I read are to gain additional research information and knowledge for future reference. Originally, that was the reason I picked up this book. Since reading it, however, I firmly believe that every single person who owns a business and deals with customers / clients should read this book.

This is the first book that I have read that actually **quantifies** and **analyzes** the value of customer service and its effect on a company's "*bottom line*." I would wager to say this is one of the best books...if not the best book, that I've ever read on the topic of customer service.

The following are some direct quotes from the book: In the United States, **41%** of companies are operating at **unacceptable** or **below average** levels of customer service, while **38%** of companies are delivering **average** customer service. That means that **79%** of the companies provide a level of customer service, which is **average** at **best**. Which also means we will experience **good** customer service about **1/5** of the time and **exceptional** customer service with only **3%** of the companies that we deal with.

The author talks about an organization titled the **American Consumer Satisfaction Index** (ACSI), which is a list of companies that have been graded as delivering **superior** customer service. The book compares these companies against the stock market, with regards to stock performance over the six years, between **1997** and **2003**. This was a time when the stock market had both **ups and downs**. The results were impressive; the top customer satisfaction companies outperformed: (1) the Dow Jones by **93%**, (2) the S&P 500 by **20%** and, (3) the NASDAQ, by an astounding **335%**. The results of this survey, conclusively, demonstrate that customer satisfaction pays off in up and down markets.... and that was just in chapter 1.

The remainder of the book explains: (1) how to measure the state of service in your company, (2) what prevents companies from being a world-class, (3) how to attract, hire, and retain only the people have a customer service DNA, (4) standards everyone must follow, (5) systems and processes that remove variation and provide a consistent customer service experience, (6) how to execute customer service ideas and concepts, (7) how to measure your own customer service...and much, much more.

The author is passionate about delivering superior customer service. If you visit his website at www.theDiJuliusgroup.com, there are several additional tools that can be used along with the book.

This book can change the way you think about and do business. Whether you believe you are delivering superior customer service or not, the national average is only **3%**, so the odds are against you. One of the author's clients believed that they delivered superior customer service **80%** of the time, but their customers said they only received superior customer service **8%** of the time. Why not learn from one of the top trainers in the country about how to deliver consistent, *extraordinary* customer service to your clients?

I believe that you will enjoy this book tremendously and that it is an absolute must for your referral library.

Bob LaBrie