

Oregon Dental Conference 2010



John DiJulius

Keynote Speaker Announced *John DiJulius, Customer Service Expert*

THE 2010 OREGON DENTAL CONFERENCE

keynote speaker will be John DiJulius, customer service expert and bestselling author.

One of the most captivating and charismatic speakers today, John DiJulius has cracked the code on how to provide consistent world class customer service. John will share his brilliant ideas and examples portraying how top customer service companies like Disney and The Ritz-Carlton use "Secret Service Systems" and the "Ten Commandments to Providing a World-Class Customer Experience" to consistently exceed their customer & staff expectations. John will share how every company in every industry can easily implement and execute the same systems and commandments without increasing costs or reducing productivity.

- I. **Service Vision** A clear purpose of why the business exists
- II. **Creating a World-Class Internal Culture.** Attract, hire and retain only the people who have the service DNA
- III. **Non-Negotiable Experiential Standards** Experience standards everyone must follow
- IV. **Secret Service Systems** Using Customer Intelligence to personalize their experience, engage and anticipate their needs.
- V. **Training to Providing a World-Class Customer Experience** Systems and processes that remove variation and provides a consistent customer's experience

- VI. **Implementation and Execution**
How to go from ideas on a paper to being consistently executed
- VII. **Zero Risk** Anticipating your Service Defects and having protocols in place to make it right
- VIII. **Creating an Above and Beyond Culture** Constant awareness and branding of how to be a hero
- IX. **Measuring Your Customer's Experience**
What gets measured gets managed
- X. **World-Class Leadership**
Walking the talk

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, four locations (over 150 employees), which he uses as his living laboratories to test his findings and theories.

John Robert's Spa has been named one of the Top 20 Salons in America. He didn't just read the books on customer service either, he wrote two best-selling customer service books: *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). ●

Don't miss John's insightful keynote. The ODC 2010 General Session will be from 7:30–8:30 am, Friday, April 9, at the Oregon Dental Conference.

Visit www.oregondental.org for more information.



For more information on the Oregon Dental Conference, visit www.oregondental.org.

For all the details and a full course schedule, look for your *ODC Preview Program* in the mail in January.