HiCue speakers
Higher Content & Inspiration



JOSEPH MICHELLI

Leading Authority on Customer Experience, author of "The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary"

Joseph Michelli is an internationally acclaimed author and organizational consultant on developing joyful and productive workplaces with a focus on the total customer experience.

His insights encourage leaders and frontline workers to grow and invest passionately in all aspects of their lives. His latest book "Prescription for Excellence: Leadership Lessons for Creating a World-Class Customer Experience from UCLA Health System" (2011) was a New York Times, Wall Street Journal, USA Today, Publishers Weekly and Nielson

BookScan best-seller.

He is also author of best-sellers "The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary", "The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of The Ritz-Carlton Hotel Company", and "When Fish Fly: Lessons for Creating a Vital and Energized Workplace".

Joseph Michelli holds a degree from University of Denver, an MD and a Ph.D from the University of Southern California. He has won the Asian Brand Excellence Award, achieved numerous writing and presentation honors, and is a member of the National Speakers Association and the Authors Guild.

TEMAS

- Leadership
- Customer Loyalty
- Customer Experience
- Organizational Transformation

PROGRAMAS

The Zappos Experience

This presentation highlights tools that have created a rich and unorthodox service culture at Zappos. This online business has revolutionized social media strategies, developed an environment which has earned it a consistent spot in the top ten of Fortune Magazine's best places to work, created zealous fans, and attracted Amazon.com as a purchaser for more than 1.2 billion dollars.

Joseph Michelli outlines the principles leaders and frontline workers can use to "zappify" enduring success. It's time to integrate -not balance- work and fun. It's time to benefit from the unique and effective employee and customer engagement techniques of Zappos!

The Starbucks Experience

By strategically focusing and executing on the details of the internal and external customer experience, Starbucks has become an employer and coffee provider of choice. In essence, Starbucks has become a name synonymous with coffee itself. While most people see Starbucks as a coffee company that serves people, its success is based on the inverse. It is a people company serving coffee.

Joseph Michelli shows frontline workers and business leaders how to "stage" and perform on their brand's promise. He analyzes the importance of identifying a desired emotional connection with the customer and helps participants see the important distinction between "good" and "bad" profit.

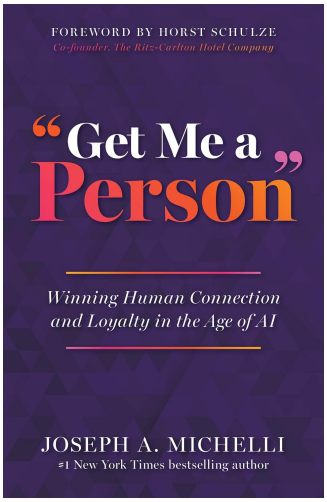
Prescription for Excellence

Imagine running a business that requires the innovation of Apple, the commitment to safety of NASA, and the customer service of The Ritz-Carlton. Further, imagine your work product holds life and death in the balance and you are responsible for discoveries that shape the future of medicine. That is the charter of UCLA Health System.

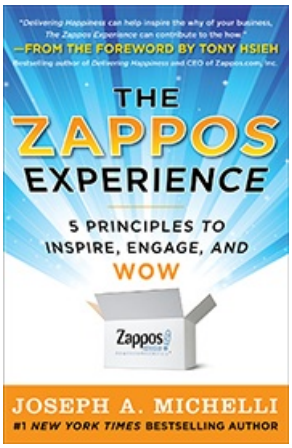
Borrowing from transformational leadership at UCLA, Joseph Michelli outlines lessons on how to catapult your business to preeminence at an unusually rapid pace, transform the satisfaction and engagement of your customers through a service-centric approach, achieve enviable profitability during economic downturns, and redesign, elevate and humanize your customer experience.

PUBLICACIONES

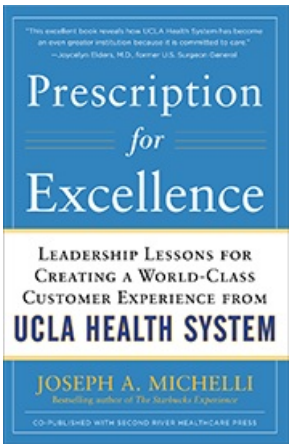
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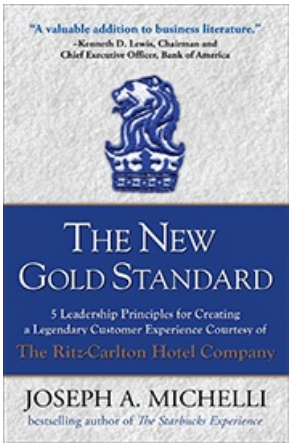
GET ME A PERSON



THE ZAPPOS EXPERIENCE



PRESCRIPTION FOR EXCELLENCE



THE NEW GOLD STANDARD

CONDICIONES

- **Travels from:** Tampa, USA
- **Fee Range:** Please Inquire