

HOW *Joseph Michelli*



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Q: What is the number one lesson you have learned during your CX career journey that you use on a regular basis, that you believe all CX professionals should know?

All business is personal and all memorable moments have an emotion attached.

Q: What is your best piece of advice for CX leaders to be successful?

Define how you want every customer to feel, every time. Identify the behaviors needed to ensure that emotional outcome.

Q: While all customer should be treated well, do you think all customers should be treated exactly the same?

A one-size-fits-all customer experience really only fits one size. Meaning CX success requires persona-based and personalized solutions.

Q: What has been your biggest pain point in driving CX at your organization?

Failing to understand the unique wants, needs, and desires of core customer segments.

Q: What is your most favorite customer experience memory?

Working with the leadership team at The Ritz-Carlton Hotel Company and writing the book “The New Gold Standard” about the ways they steward world-class customer experiences.

Q: What is your most favorite professional memory?

Sitting across from Howard Schultz, then CEO of Starbucks, and hearing him say, “Starbucks is not in the coffee business serving people, we are in the people business serving coffee.”

Q: What is the number one lesson you have learned during your professional career that you use on a regular basis, that you believe all professionals in your industry should know?

It’s not where you start, it’s where you end. Stay open, humble, and grow.

Q: What book changed your life?

“Man’s Search for Meaning,” by Viktor Frankl.

Q: Who are your favorite writers?

Mark Sanborn, David Von Drehle, and Will Durant.

Q: What is your motto?

Serve Those Who Are Committed to Serving Well.