

## MEETING IN A BOX

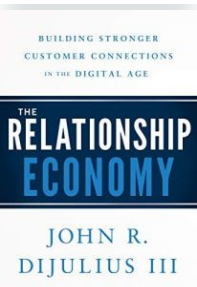
# The Relationship Economy

## Building Stronger Customer Connections in the Digital Age

The more digitalized our lives become, the more we risk losing the ability to maintain genuine human connections. The proliferation of robotic and remote online interactions makes the capacity to form human relationships an essential business skill. Business consultant John DiJulius explains how businesses can forge an impregnable competitive advantage by putting relationships at the center of their business strategy.

*“At the end of the day, ask yourself one simple question: ‘How many people had a better day as a result of coming in contact with me?’”*

John R. DiJulius III, *The Relationship Economy*

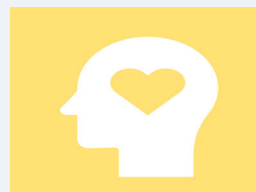


- **Step 1:** Have your team read the getAbstract summary of [The Relationship Economy](#). To access the summary, click on the book cover.
- **Step 2:** Schedule a meeting with your team to discuss the questions below.
- **Step 3:** Have a discussion with your team.

### Discussion Questions

1. “Technology improves many aspects of business, but often at the expense of customer service.” Is this true for your company?
2. Which of the top five relationship-building skills mentioned at the beginning of the summary do you want to work on the most?
3. What do you think are some of the best ways to earn your clients’ trust?
4. Taking cues from the summary, what are some of the measures you would take to improve the customer service at your company?
5. What is social capital, and how does the concept relate to customer relationships?

#### Additional resources:



getAbstract  
Journal’s Soft  
Skills for  
Business  
section



Customer Relations  
Channel