



## About the author

John cofounded Kenosia, a data and analytics software company that was ranked #1 for customer experience four years in a row by Consumer Goods Magazine.

His TEDx talk, “I was Seduced by Exceptional Customer Service,” was ranked the most popular video to learn Customer Experience lessons by Omoto in 2018 and one of the best customer service training videos online by Hubspot in 2021.

Drawing from over 25 years of leading customer experience teams, he now brings his expertise to you.

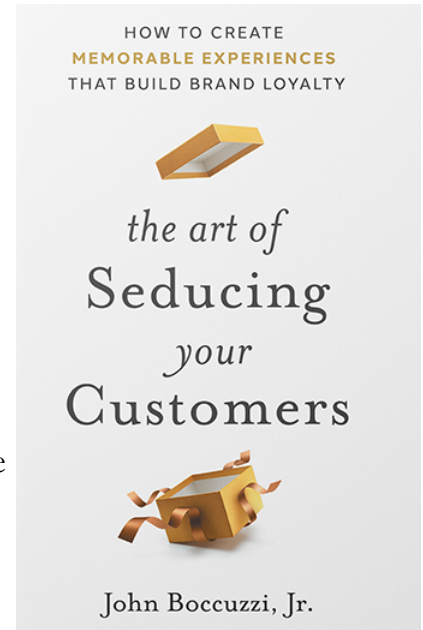
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# John Boccuzzi Jr.

## About the book

In a world where there’s always a cheaper, faster product or service, how do you stand out against the competition?

In *The Art of Seducing Your Customers*, John Boccuzzi, Jr. introduces the **S.E.D.U.C.E.** framework which teaches you how to build teams, rise above the competition, and deliver exceptional customer experiences that drive revenue and profitability.



## Praise for *The Art of Seducing Your Customer*

“John brilliantly teases out the “why and how” of the importance of “experiences” which will rise even more in a world where Gen AI becomes ubiquitous. This is the human in the loop. And the book is filled with real stories that we all can relate to and put into practice - A Must Read”

**Tiger Tyagarajan, Board Member and former CEO of Genpact, LLC**

"Empower, enable and connect - In a world of constant change, Boccuzzi's 'The Art of Seducing Your Customers' is a real wake-up call for all leaders to focus on what matters, employees and customer experience"

**Nouridine Bihmane, CEO Atos Tech Foundations**

“A ready blueprint to navigate the global USD 66 Billion (by 2032) customer experience market. John Boccuzzi’s S.E.D.U.C.E framework is a terrific tool for seasoned professionals, serial entrepreneurs, and students alike.

A must-buy!”

**Anika Sharma, Beauty, Luxury, CPG, and Retail technology consultant, New York University Stern School of Business professor, Top 50 global digital thought leader**