



**YOUR SERVICE<sup>®</sup>**

**UPLIFTING SERVICE**

**The Proven Path to  
Delighting Your Customers,  
Colleagues, and Everyone  
Else You Meet**



# RON KAUFMAN

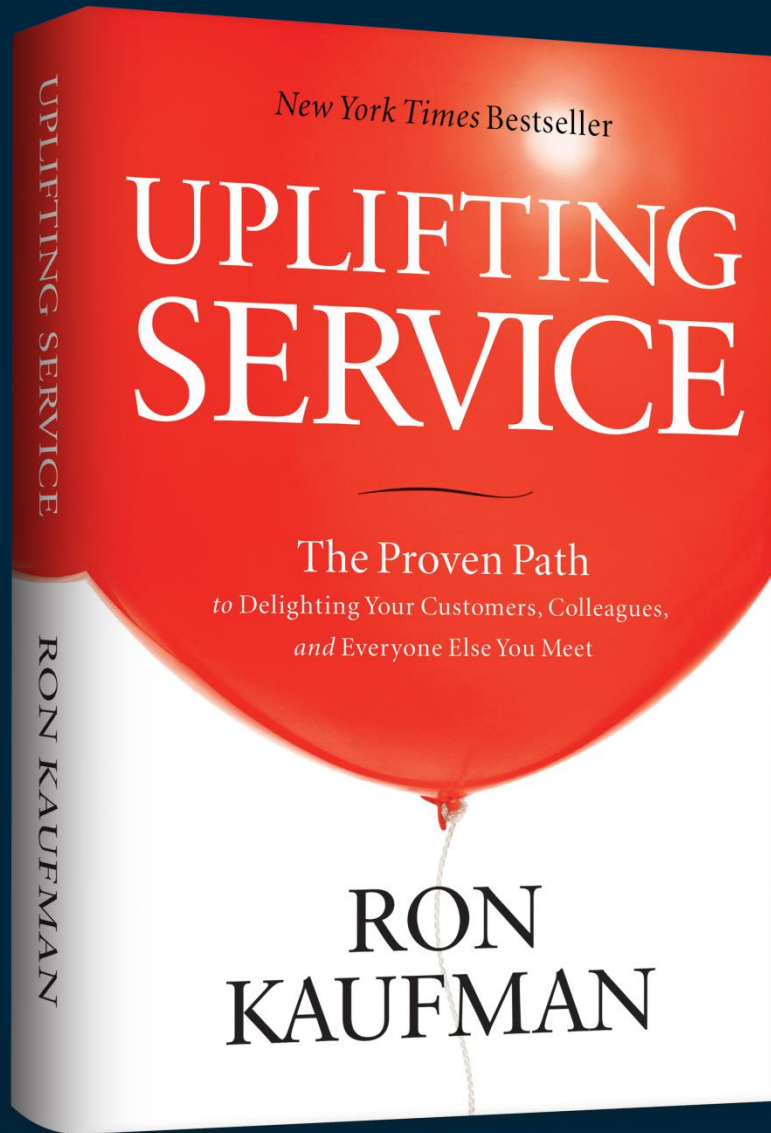
Ron is one of the world's most sought-after educators, consultants, thought-leaders and customer service keynote speakers on the topic of achieving superior service.

Founder and Chairman  
of UP! Your Service.

For two decades, Ron helped organizations around the world build cultures of uplifting service that deliver results year after year.

# The New York Times

BESTSELLER



## HONORS AND AWARDS

### #5 "New York Times" Best Seller

*The New York Times*

May 2012 | *Uplifting Service*

"Uplifting Service" earns the #5 spot on the *New York Times* Best Seller list.

### #1 "USA Today" Best Seller

*USA Today*

May 2012 | *Uplifting Service*

"Uplifting Service" wins out, claiming the #1 spot on the *USA Today* Money Best Seller list.

### #1 Amazon Business Books Best Seller

*Amazon.com*

May 2012 | *Uplifting Service*

"Uplifting Service" triumphs, hitting #1 on Amazon's Service Industry Best Seller list and #4 overall.

### #1 Barnes&Noble.com All Books Best Seller

*Barnes & Noble*

May 2012 | *Uplifting Service*

"Uplifting Service" skyrockets to the #1 spot on B&N's Top 100 Best Seller list.

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**Our world where everyone is educated  
and inspired to excel in service**

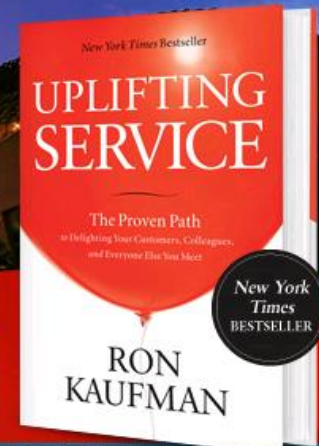


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### Uplifting Service The Proven Path

by Ron Kaufman  
Discover the Proven Path to delighting your customers, colleagues, and everyone else you meet.



▶ FREE chapters

### Do You Have an Uplifting Service Culture?

Assess your culture now. Identify your current strengths and where you must improve. Create alignment with your team.



▶ Take the quiz

### Experience the Service Leadership Workshop

For leadership teams  
How to improve your service performance and differentiate on uplifting service.



▶ Take your team to the top

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**We believe**  
in being there for  
you even if you are  
not our customer



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# Changi Airport

54,000,000 visitors

30% in transit only

1,400 staff

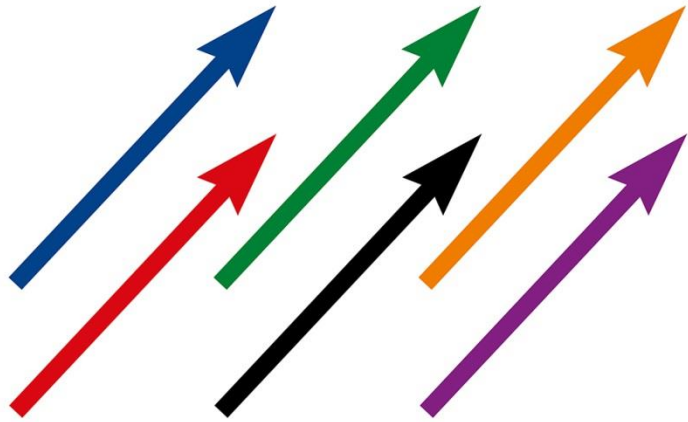
34,000 employees

200+ companies

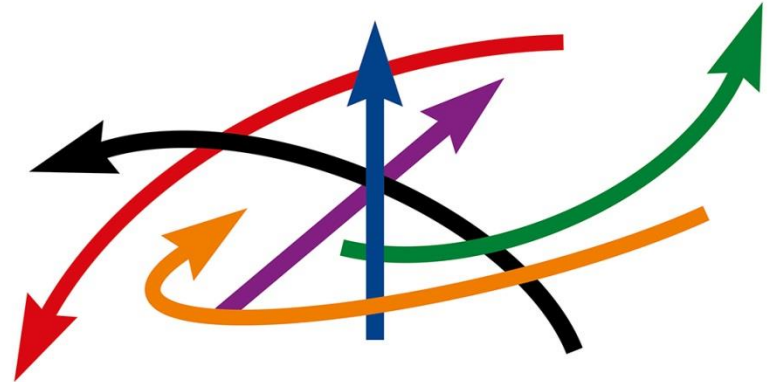
**Personalized,  
Surprising,  
Stress-Free Service**

**[Read Changi Airport Success Story](#)**





**ALIGNED SERVICE CULTURE**



**CONFUSED SERVICE CULTURE**

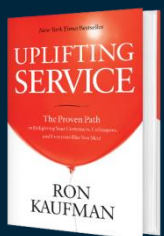
**Do you have  
an Uplifting  
Service Culture?**

**Download Service Culture Assessment**



**YOUR SERVICE®**

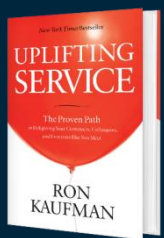
**Service is taking  
action to create value  
for someone else**





**YOUR SERVICE®**

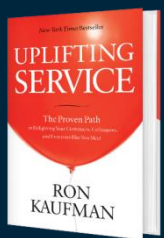
**Service Excellence  
Service Culture  
Are these related?**





**YOUR SERVICE®**

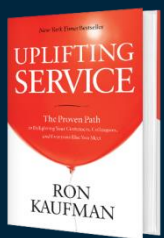
**Service Excellence**  
**Service Culture**  
**Why work on these?**





# YOUR SERVICE®

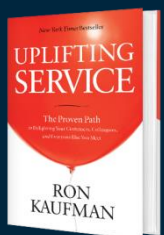
- **Competitive Necessity**
- **Rising Expectations**
- **Internal Performance**
- **Increased Profitability**
- **Customer Loyalty**





YOUR SERVICE®

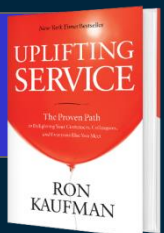
# How do you build an Uplifting Service Culture?



# Service Leadership

## Service Culture Building Blocks

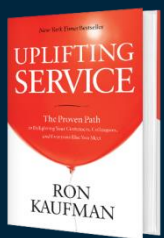
### Actionable Service Education





**YOUR SERVICE®**

**Service Excellence  
is taking the next step  
UP to create more value  
for someone else**

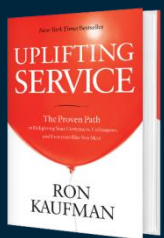






**YOUR SERVICE®**

**Service Excellence  
Culture exists where  
everyone puts this  
to work every day**



# Achieving Superior Service™ UYS Course 100

**UP! YOUR SERVICE**  
**UNBELIEVABLE!**  
**SURPRISING**  
**DESIRED**  
**EXPECTED**  
**BASIC**  
**CRIMINAL**  
Step UP to a higher level of service!

**UP! YOUR SERVICE**  
**SEE HEAR**  
**TOUCH SMELL**  
**TASTE**  
Service Transactions™ and Perception Points™  
Every perception point is a moment of truth.

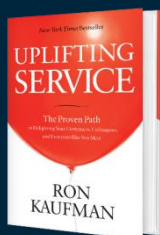
**UP! YOUR SERVICE!**  
**PRIMARY PRODUCT**  
**DELIVERY SYSTEM**  
**SERVICE MINDSET**  
**ONGOING RELATIONSHIP**  
The BIG Picture™  
The experience your customer values.

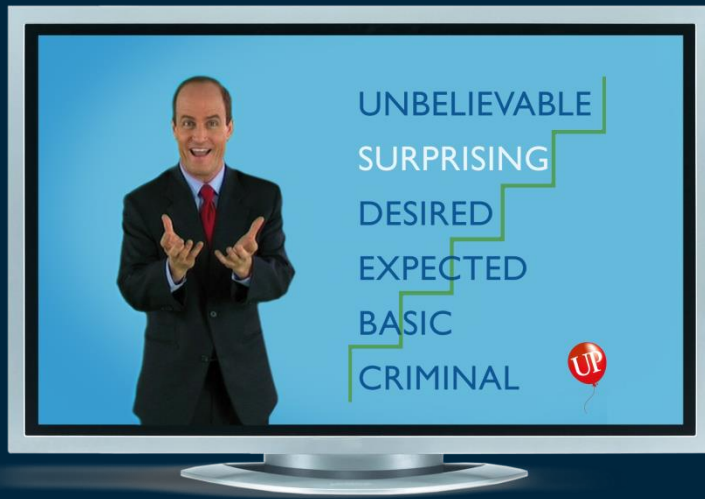
**UP! YOUR SERVICE**  
**INSPIRATION**  
**MOTIVATION**  
**EDUCATION**  
**PRODUCTION**  
**DIRECTION**  
Which style will improve your service?

**UP! YOUR SERVICE**  
**TAKE PERSONAL RESPONSIBILITY**  
**EXCUSES**  
**SHAME**  
**BLAME**  
Your action makes the difference!

- Build a common service language
- Upgrade service at every point of contact
- Take responsibility for action
- Translated and proven in 15 languages

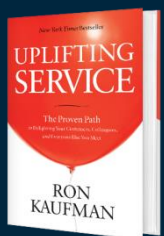
**Contact UYS to Learn More**





# Video Driven Education

- **Consistent presentation**
- **Quality education**
- **Engaging and effective**
- **Flexible delivery**
- **Cost savings**

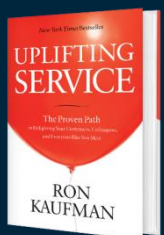




# Change Leaders Drive Application

- Facilitate exercises
- Encourage participation
- Keep everyone on track
- Customize exercises
- Communicate feedback

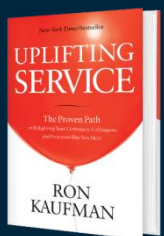
**Get Your Team Certified**

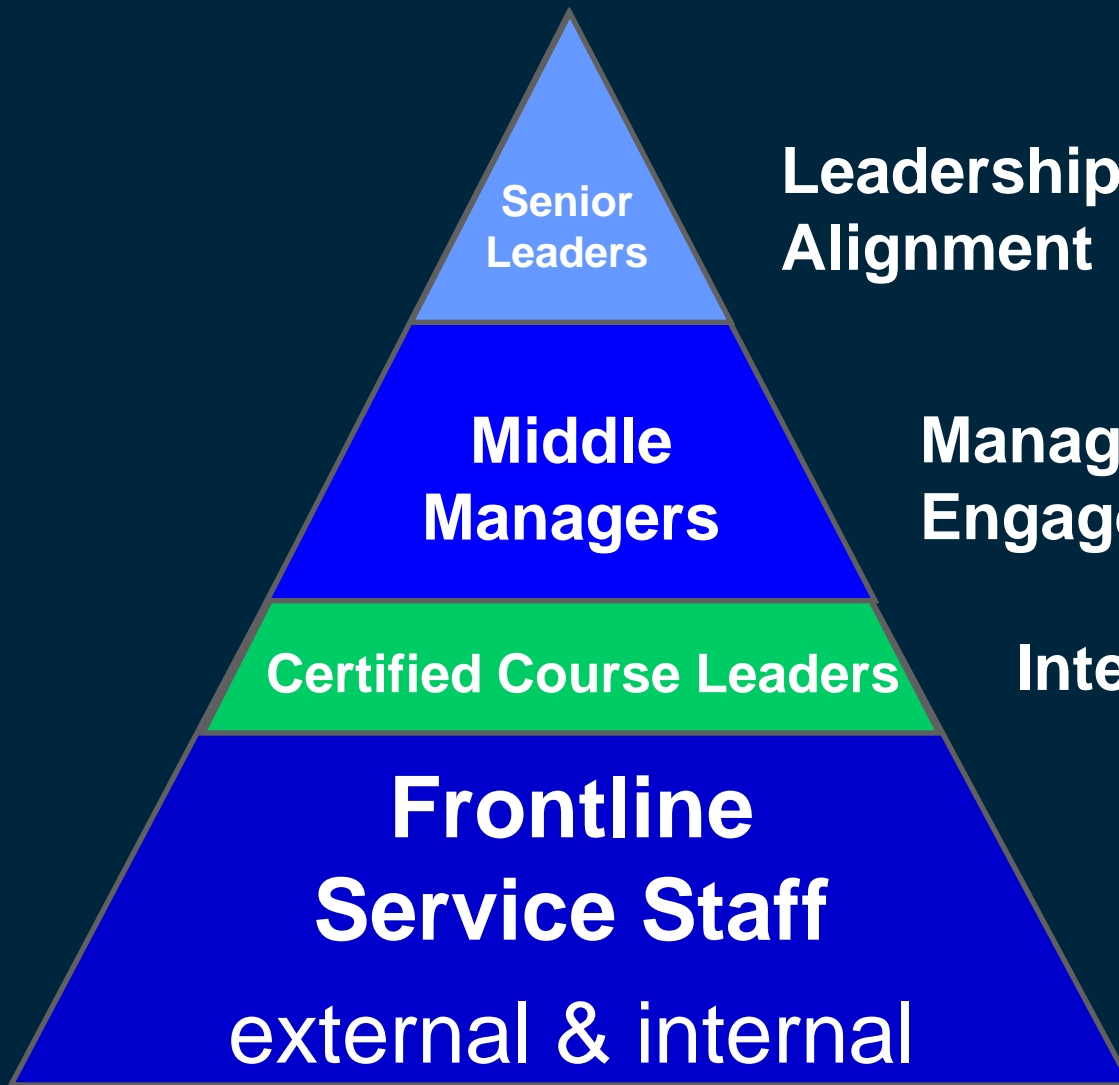




# Service Champions Take New Action

- Take personal responsibility
- New service ideas
- New action steps
- Better teamwork
- Increased pride in work





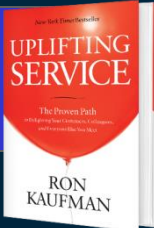
**Leadership Alignment**

**Management Engagement**

**Internal Certification**

**Application and Action Steps**

**Actionable Service Education**



# Measuring What Matters

## ↑ Ultimate Objectives

profitability, market position, shareholder value

## ↑ Index Improvements

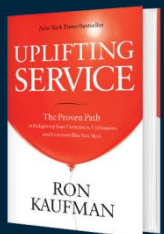
significant change in measures and metrics

## ↑ Positive Comments

compliments and constructive feedback from customers, clients and colleagues

## ↑ New Ideas and Action Steps

Stepping UP! service improvements



# The 12 Building Blocks of Service Culture™

Common  
Service  
Language

Engaging  
Service  
Vision

Service  
Staff  
Recruitment

New  
Staff  
Orientation

Service  
Communi-  
cations

Service  
Recognition  
& Rewards

Voice  
of the  
Customer

Service  
Measures  
& Metrics

Service  
Improvement  
Process

Service  
Recovery  
& Guarantees

Service  
Bench-  
marking

Service  
Role  
Modeling

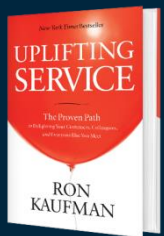
**Watch The 12 Building Blocks Videos**



# The 12 Building Blocks of Service Culture™

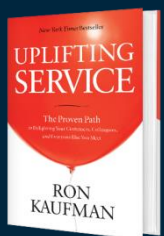
## Key Questions:

1. What is in this Building Block?
2. Why is this important?
3. What if we do not have this?
4. How well are we doing right now?
5. What could we improve?
6. What is our next step UP?



# Service Leadership

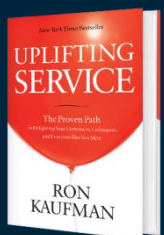
# The 7 Rules of Uplifting Service Leadership



# Service Leadership

1. Declare service a top priority
2. Be a great role model (walk the talk)
3. Promote a common service language
4. Measure what really matters
5. Enable and empower your team
6. Remove the roadblocks to service
7. Sustain focus and enthusiasm

**Watch and Share “7 Rules” Video**



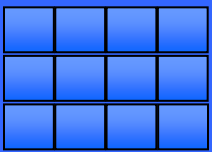
# Service Culture Implementation Roadmap



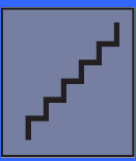
**Leadership Alignment**



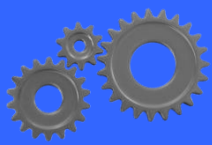
**Steering Committee**



**The 12 Building Blocks**



**Actionable Service Education**



**System & Process Integration**

0 ----- 3 ----- 6 ----- 9 ----- 12

**Plan Your Implementation Roadmap**

Competent

Serve well in a culture of service.



Service Leadership			
Common Service Language	Engaging Service Vision	Service Staff Recruitment	New Staff Orientation
Service Communications	Service Recognition and Rewards	Voice of the Customer	Service Measures and Metrics
Service Improvement Process	Service Recovery and Guarantees	Service Benchmarking	Service Role Modeling
Actionable Service Education			

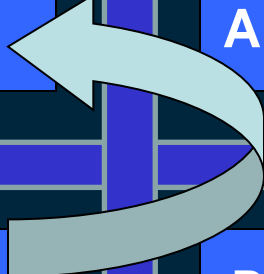
Culture Building Program

Serve well and know it.



<b>Primary Product</b> Primary Product is the main reason people come to you for service.	<b>Delivery System</b> Delivery Systems are the systems you use to deliver your primary product to your customers.
<b>Service Mindset</b> Service Mindset is your attitude and personality, the way you meet, greet and treat your customers.	<b>Ongoing Relationship</b> Ongoing Relationship includes all your efforts to build connection with your customers over time.

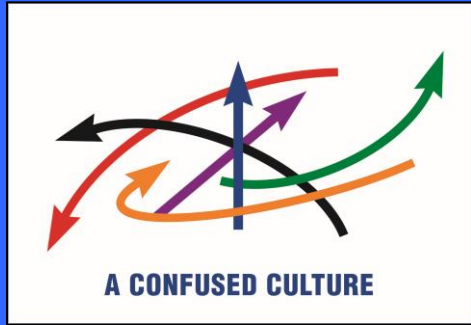
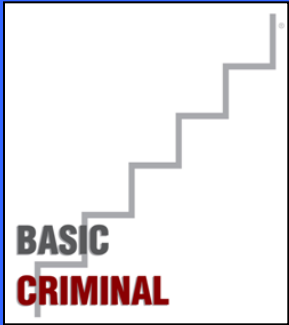
Application of Service Principles



Unconscious

Conscious

Don't serve well and don't know it.



Don't serve well and know it.

<b>YOUR SERVICE!</b> <b>UNBELIEVABLE!</b> <b>SURPRISING</b> <b>DESIRED</b> <b>EXPECTED</b> <b>BASIC</b> <b>CRIMINAL</b> Step UP to a higher level of service!	<b>YOUR SERVICE!</b> <b>SEE HEAR TOUCH SMELL TASTE</b> Service Transactions and Perception Points	<b>YOUR SERVICE!</b> <b>PRIMARY PRODUCT</b> <b>DELIVERY SYSTEM</b> <b>SERVICE MINDSET</b> <b>ONGOING RELATIONSHIP</b> <b>The BIG Picture</b> The experience your customer values.	<b>YOUR SERVICE!</b> <b>INSPIRATION</b> <b>MOTIVATION</b> <b>EDUCATION</b> <b>PRODUCTION</b> <b>DIRECTION</b> Which style will improve your service?	<b>YOUR SERVICE!</b> <b>TAKE PERSONAL RESPONSIBILITY</b> <b>EXCUSES</b> <b>SHAME</b> <b>BLAME</b> Your action makes the difference!
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Actionable Service Education

Incompetent

www.UpYourService.com

# The Service Leadership Workshop™

Build an Uplifting Service Culture for sustainable competitive advantage

**Ron Kaufman**

*New York Times* bestselling author

**UPLIFTING SERVICE**

*The Proven Path Delighting Your Customers, Colleagues, and Everyone Else You Meet*

*A senior level workshop with Ron Kaufman to align your team and commit for immediate action!*

**New Best Practices you can apply!**



**Arrange A Workshop for Your Leadership Team**



Ron Kaufman

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## Ron Kaufman



Customer Experience & Service Culture Consultant,  
Bestselling Author, Motivational Keynote Speaker,  
Training & Education

Singapore | Management Consulting

Current **Customer Service Training, Service Culture Keynote Speaker, Bestselling Author, Customer Experience** at **UP! Your Service**

Past Director of Customised Service Training at Service Quality Centre  
Founder at Discovering the World

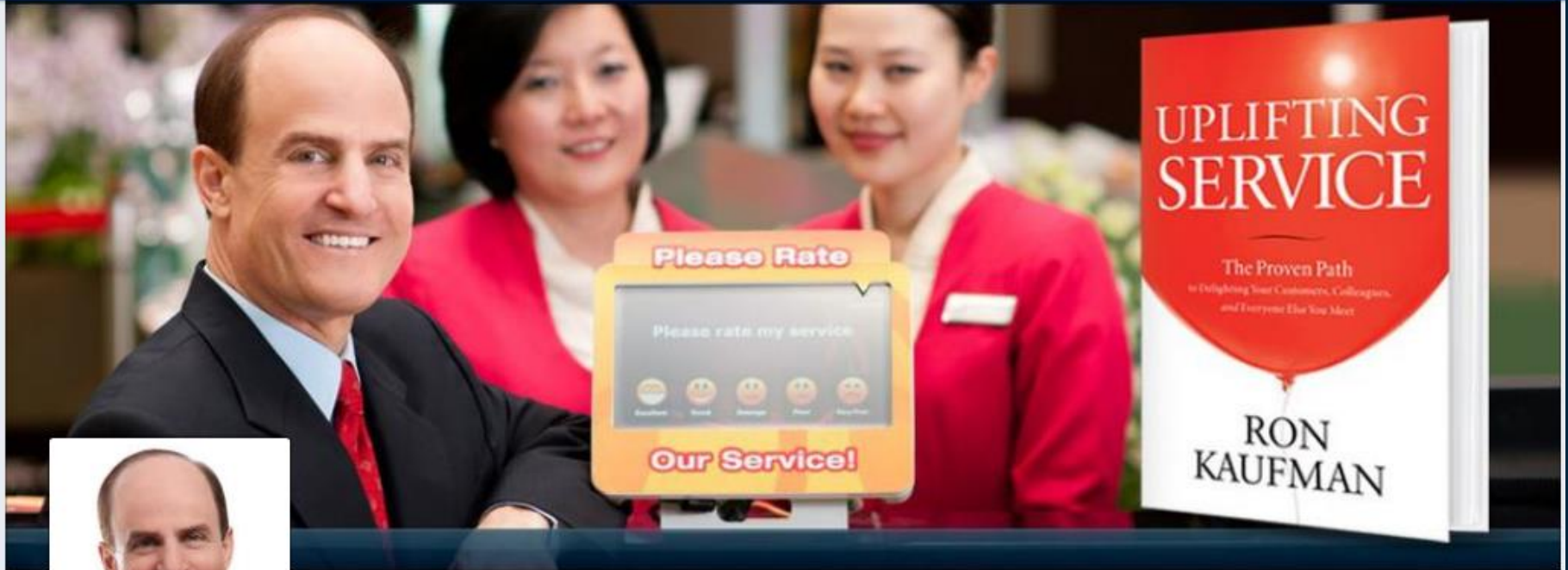
Education Ontological Design Course  
Brown University  
Vanderbilt in France  
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### Ron Kaufman

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#### Author

Ron Kaufman is the world's premiere thought-leader, educator, and motivator for uplifting customer service and building service cultures.



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Well done!**

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**Send a Compliment for Uplifting Service**



**YOUR SERVICE®**

**Thank you for your  
active participation.**

**We look forward to hearing  
from you and to seeing  
you again soon.**