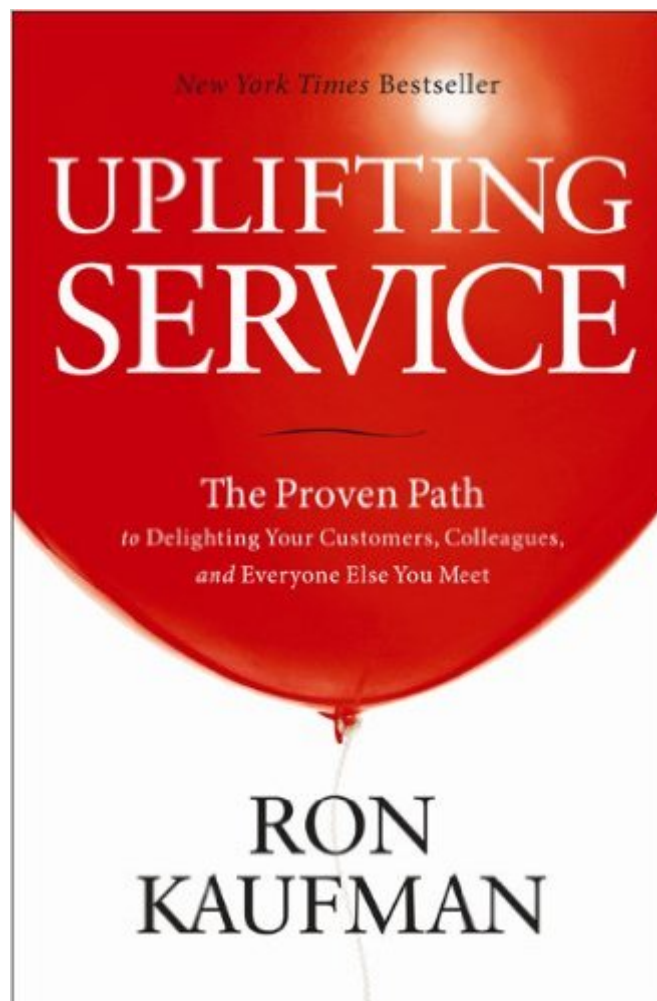


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# Uplifting Service: The Proven Path To Delighting Your Customers, Colleagues, And Everyone Else You Meet



## Synopsis

New York Times Bestseller *Uplifting Service: The Proven Path to Delighting Your Customers, Colleagues, and Everyone Else You Meet* We are deep in a service crisis. In the operating room, surgeons and their teams communicate in a very precise language; airplane pilots follow a strict protocol to take off and land safely every time; and, when launching a new product, companies lay out a plan that all employees follow. But when it comes to building a strong service culture, the path to success is usually much less clear. We relegate service to a single department guided by anecdotal wisdom and less-than-helpful clichés like “the customer is always right.” With global economies transforming at record speed, we are largely unprepared for the service demands we face day and night from around the world. We promise our customers satisfaction and then allow internal politics and inefficient methods to frustrate our ability to deliver. With service so much a part of our daily lives, both in and outside the workplace, why aren’t we doing it better? New York Times bestselling author Ron Kaufman knows the answer to this question, and not only believes we can do it better, but shows us how. In *Uplifting Service* he takes you on a journey into a new world of service that is guided by fundamental principles and actionable models. After more than two decades helping leaders transform their service cultures, Kaufman has discovered that while each successful team is different, the architecture they apply to build an uplifting service culture is the same. In this New York Times, USA Today, and .com bestselling book, Kaufman lays out the steps you can take to build a sustainable culture that delivers outstanding service every day. He offers the tools and practices that have been proven effective in businesses, governments, communities, and homes; on every continent; and in many languages. Through perspective-changing insights and case studies, you will learn how the world’s best performing companies have changed the game through service—and how you too can follow this proven path to an uplifting transformation.

## Book Information

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## Customer Reviews

As a small business owner, I like to think that I have the area of service covered, but what I've learned in this book is that Service (with a capital 's') is much more than just responding to emails quickly and being nice to my customers. This book challenges me to uplift my service and integrate a service culture into every part of my company and my BEING. I have learned specific tools to not only run a more successful business, but also be a better person. That was unexpected from a "customer service" book. I highly recommend this book to anyone looking to build better relationships professionally and personally and raise themselves and their businesses to the next level.

If you know Ron Kaufman as I do (full disclosure: Ron and his company, "Up! Your Service" are clients of mine), then you'll hear his voice in every paragraph of this book - passionate, inspiring, knowledgeable, experienced, and above all, practical. Ron writes about customer service the same way he lives his life: all in. Whether you're the CEO, CMO (or even the CFO) of a multinational working to stay at the top of your customer service game, an SVP trying to rein in the bureaucracy that's killing your customer service levels, or a business owner wanting to retain the nimbleness and flexibility your small business has made into a competitive advantage, either way, this book is for you. Written in a distinctive, enjoyable style, filled with you-are-there case studies, and peppered throughout with immediately actionable advice, you'll find yourself returning to the text over and over, highlighting key concepts and scribbling furiously in the margin (or making notes in your Kindle version). My advice? Don't just get one copy - buy a copy for every executive in your business who is responsible for customer service. You won't regret it, and it might just revolutionize your business.

I became a fan of Ron Kaufman after reading an earlier book of his years ago following terrific presentation I attended while doing business in Singapore. I was really impressed at how this American ex-pat was able to connect with his international audience in such a free, humorous and easy manner. The lessons were profoundly universal; the manner remarkably relatable. Now, with his new best-selling book "Uplifting Service," Ron Kaufman has taken his practical, relevant and actionable lessons to a terrific new level. Far from the academic approach taken by other customer

service "experts", Kaufman weaves his lessons through both experience and allegory, best-practice and worst-case, real-world and relatable, memorable scenarios that make the lessons come alive. And isn't the point of lessons to be remembered so they can be acted upon? He is both a master story-teller and well-verse businessman helping the reader to understand, not just the meaning, but the ramifications of both action and inaction. In "Uplifting Service" Kaufman promises to help readers "delight their customers." I have no doubt that his lessons will result in such a reaction on your company's front-line, but in relating them in this terrific book, Kaufman has succeeded in delighting his readers as well. David Avrin - The Visibility Coach[...]

Uplifting Service is a "must read" for every parent, aspiring teacher, classroom teacher, school principal, and district superintendent who cares about creating school communities that uplift their children, families, and employees. Ron Kaufman's work is paramount to transforming the way we think about our Public Service of Education in America. Our K-12 educational system needs to recognize that studying and teaching service, is key to everyone's success, and our collective future. "Service is your dedication to caring about other people, secure in the knowledge that you get more for yourself when you create for others what they appreciate, respect, and value". ~Ron Kaufman

I found Ron Kaufman's book to be perfectly aligned with the service-challenged times we live in. First, Ron does an exquisite job of melding carefully documented real-world examples with a refreshing touch of self-motivation. That is, be all you can be through the service of others. A compelling charge that carries benefit not only to the reader but any organization on the receiving end of such an initiative. Second, Ron's thoughtful approach provides a clear and workable blueprint that can be easily implemented, measured and expanded upon. He takes the complex and cooks it down to a memorable path that leads to actionable directives. To make the book further flow are the well-placed observations from his friend, Todd Nordstrom who visits Ron in Singapore and, throughout the book experiences a number of service related "ah-ha's!" first hand that help reinforce key points. Uplifting Service is truly user-friendly due to Ron Kaufman's ability to integrate no-nonsense business strategies with true-life problem-solving situations and stories that effectively segue with "above and beyond" winning service. In short, this book is a joy to read as well as experience. Highly recommended!

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