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UPLIFTING SERVICE

The Proven Path

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

RON
KAUFMAN

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“UPLIFTING SERVICE: The Proven Path to Delighting Your Customers, Colleagues, and Everyone Else You Meet”

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I N T R O D U C T I O N

The Problem with Service Today

We are facing a crisis of service all over the world.

Huge economies are transforming from manufacturing-based to service-based at record speed, and our populations are largely unprepared. Customers are angry and complain to anyone who will listen. Service providers are irritated to the point of resentment and resignation. Countless organizations promise satisfaction to external customers and then allow internal politics to frustrate their employees' good intentions to deliver. And our early educational systems don't even recognize the subject of service as an area for serious study.

Yes, we face a service crisis. But, how can that be?

Service is present in every aspect of our lives from the moment we are born. We enter this world completely dependent on other people to serve us with food, clothing, shelter, medical care, education, and affection. Longer than any other species on earth, young people are dependent on constant service from parents, teachers, doctors, and community leaders.

As we grow, we go to work, become professionals, and get jobs, earning money and building our careers in successful service to others. When we become parents, we are service providers to the next generation. And when we become caregivers to our own parents, the roles are reversed and we are service providers to those who first served us.

We live and work in a world that is completely infused with service. In commerce this includes customer service and colleagues providing internal service. We have roadside service, desk-side service, counter service, delivery service, and self-service. In our communities we depend on the civil service, public service, government service, military service, and foreign service. When we gather to worship it's called a religious service, and when someone dies there is a memorial service.

Service is all around you; it's everywhere you look and live. But still, there is a vast disconnect between the high volume and the low quality of service we experience every day. In fact, there is a twofold catastrophe in our lives that makes very little sense. First, many individuals and organizations are unable to provide consistently satisfying service to customers, clients, and colleagues. And, second, many service providers complain continuously about jobs they dislike.

With service all around us, and so much a part of our daily lives, why aren't we doing it better? Why is service in this abysmal state? What is the problem? In fact, there are two problems.

Problem 1: Service Is Considered Servile

"The customer is king" implies the service provider is not. The word *serve* comes from the Latin word for "slave," which is hardly an attractive proposition. It's no wonder even the word *service* is

avoided by many professionals. People want to be the boss, the leader, the manager, the rule maker—not the humble servant.

On a wider commercial scale, it doesn't help that the “customer service department” is often seen as a necessary evil, tacked on the end of a company value chain like the caboose on a train. It's the place people go only when things go wrong, where angry customers are seen and heard, where service providers toil until they can take no more, and where costs are to be cut, contained, and attributed to other company functions.

This outdated interpretation is operationally, economically, and emotionally counterproductive.

Numerous organizations and studies have proved that loyal customers are more profitable than customer churn and that better service is a key to retaining your best customers. Plus, the positioning of superior service allows for higher pricing and margins, and shareholder value tends to grow in step with a company's service reputation in the industry. Furthermore, when staff members are associated with an excellent service organization, their pride is measurable; employees are more engaged, more productive, and more committed to the organization. Uplifting service organizations simply attract, develop, and retain better talent. People want to work for, and want to be associated with, organizations that are distinguished by uplifting service.

With these benefits so recognized and clear, why is improving and sustaining great service so difficult to achieve? There is another problem.

Problem 2: The World of Service Is Poorly Mapped

Look into any field of human activity and you will find terms that people in that field use and understand. Doctors and nurses refer

to systolic and diastolic pressures. Chefs and cooks use the terms *blanch* and *bottom cuts*. Carpenters work with trusses, joists, plumbs, and stringers. All well-developed areas of human activity feature recognized terms for commonly accepted ideas and principles in their fields. These are called *fundamental linguistic distinctions*.

But the world of service, and continuous service improvement, has no such common language. The whole domain suffers from weak clichés, poor distinctions, and inaccurate common sense. “The customer is always right” is often wrong. “Go the extra mile” is bad advice when the client wants precise fulfillment of exactly what was promised. “Serve others the way you would like to be served” is well-intentioned but misguided. Good service is not about what you like; it’s about what someone else prefers. Service academics have created many meaningful terms: *gap models*, *channel preferences*, *promoter scores*, and more. But these have not become widely understood among the millions of service providers worldwide.

Well-developed domains of human activity also feature *standard practices* that deliver predictable and reliable results. Pilots land aircraft safely by adhering to carefully documented checklists. Accountants complete audits by following a step-by-step review of contracts, resolutions, and supporting documentation. Religious events follow time-honored routines and traditions. And sports teams compete within accepted rules of play.



But once again, the world of continuous service improvement—and building service culture—has struggled without a proven way of

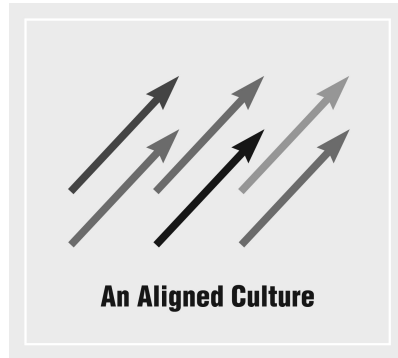
working. We have suffered from the lack of fundamental principles, effective processes, actionable models and frameworks to guide us successfully along the way.

So, What's the Solution?

First, we must transform the outdated view that service to others makes us subservient, subordinate, or servile. Service is taking action to create value for someone else. And that is the essence of every successful business, organization, and career. Uplifting service brings pride to service teams and increases service providers' sense of fulfillment and satisfaction at work. Uplifting service at home and in our communities makes our lives more enjoyable and rewarding. Far from subservience, providing uplifting service to others is the essential reason we are alive and here on earth together. Uplifting what you do for other people is the key to uplifting yourself.

Next, we need a proven path, a map, and a methodology that works with fundamental principles to apply in every service situation. We need practices that will consistently and reliably deliver service value in our professional and personal lives. We need a common service language to effectively communicate our visions, our expectations, and our promises to each other. We need to teach people to think about service not just as a procedure to follow, but as a mindset of purposeful engagement and proactive communication that leads to productive behavior. We need leaders who model service at every level of an organization. And, we need an architecture that helps any group of people engineer a self-sustaining culture of uplifting service. A passionate group of like-minded people with a plan and a commitment to action can and will transform our world.

Imagine that world right now. Imagine a world in which everyone is encouraged and encouraging. Imagine a world in which the common intention isn't just to resolve problems, but also to uplift and inspire others. Imagine a world in which people measure their success by the



responses they receive, not by the actions they take. Imagine a workplace in which tasks and projects aren't considered complete until someone has been surprised or delighted. Imagine a world in which people are committed to uplifting the spirit and the practice of service because they really want to, not just because they were asked, ordered, or paid to. Finally, imagine an organization—your organization—truly uplifted, with every person fully engaged, encouraging each other, improving customer experience, making the company more successful, and contributing to the community at large.

What This Book Will Do for You

This book reveals the power of uplifting service and the steps you can take to build a sustainable culture that delivers it every day. This book answers questions about continuous service improvement and clears away many misconceptions. It spotlights companies and people all over the world who make service their top priority, enjoying great rewards and reputations. This book provides the insights you need to begin elevating your organization—and your own perspective.

This book will lead you on a proven path to truly uplifting service. This path works whether you serve external customers or internal colleagues, individually or as part of a team, in any function and at any level inside an organization. The tools and practices in this book have been proven effective in every context you can imagine: in business, government, communities, and homes; on every continent; and in many languages.

All over the world, people like you are taking practical steps to understand their customers better, create more positive experiences, generate greater value, deepen loyalty, and build longer-term relationships for the future. All over the world, people are also looking for new ways to enjoy their work more fully, to get along with colleagues more easily, and to feel better about their customers and about themselves. The pathway to achieving these important professional and personal goals is through providing more uplifting service.

By taking the steps presented in this book, you will earn greater success in your business and enjoy more fulfillment in your life. You will feel better about the people you are serving and the person you are becoming.

Welcome to the new world of uplifting service.



Tools *for* Your Journey

Every great expedition begins with a great idea. However, embarking on your journey into a new world also requires planning, commitment, and the right set of tools. Great explorers prepare themselves with proper gear and resources. To help you succeed along the path, we have provided all the tools you will need to uplift your service performance and build an uplifting service culture—free articles, videos, and easy to follow guides—revealing new ways you can begin transforming your culture today.

Get these **FREE** resources
now at www.RonKaufman.com



Article Library

Hundreds of tips, techniques, and real best practice examples with action steps you can apply right away. Learn what you can do right now to improve your service performance and build a stronger service culture.



Video Library

Innovative ideas and useful insights. Watch these short videos to understand the benefits, issues, and challenges in building an uplifting service culture. You will learn a lot in just a few short minutes.



Assessments

Are you an Uplifting Service Provider? Take the quiz to find out. Are you an Uplifting Service Leader? Take the test to discover your rating. Do you have an Uplifting Service Culture? Find out now.



Webinars

Ron Kaufman explains how the Uplifting Service architecture works, and how you can put it to work right away. Each webinar is packed with case study examples, insights, and results. You can learn more online, anytime, at your convenience.



Posters, Screen Savers, and Slide Shows

Beautiful images and inspiring quotations to uplift everyone where you work and live. Colorful posters are in high-resolution format for you to print, hang on your walls, and enjoy. Slide shows can be used for meetings and special events. Attractive screen savers to uplift you when you are serving others.



Quotations on Service

Thousands of quotations on service from the author, Ron Kaufman, and other famous people. Enjoy and share these meaningful words of wisdom.



Meet Ron Kaufman

Ron Kaufman is the world's premiere thought-leader, educator, and motivator for uplifting customer service and building service cultures. Ron is the author of 14 other books on service, business, and inspiration.

Ron provides powerful insights from working with clients all over the world in every major industry for more than twenty years. Ron is an inspiration to leaders and managers with his content rich and entertaining speeches, and his impactful, interactive workshops. He is rated one of the world's "Top 25 Who's Hot" speakers by *Speaker Magazine*.

Ron has been featured in *The Wall Street Journal*, *The New York Times*, and *USA Today*. He is passionately committed to uplifting the spirit and practice of service worldwide.

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A breakthrough book
that will surprise, delight, and uplift you,
your organization, and your team.

In *Uplifting Service*, Ron Kaufman takes you on a journey into the new world of service. Through dynamic case studies and best-practice examples, you will learn how the world's leading companies have changed the game, and how you can successfully follow this path to an uplifting service transformation.

“Read this book, apply the steps. Watch your culture transform and your perspective on service change forever. Ron Kaufman has unlocked the mystery of service. Get ready for a magnificent journey into a new world.”

Marshall Goldsmith

Bestselling Author of *What Got You Here Won't Get You There*

“Ron Kaufman has pinpointed a massive wound in society, and offers a strategy to uplift the world around us. For mankind, it's transformational. For business, it's a clean and clear path to a sustainable competitive advantage. This book is long overdue, and will create a legendary shift.”

Thomas Moran

Director, Customer and Partner Experience
Microsoft Operations



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

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