



UPLIFTING SERVICE

The Proven Path
to Delighting Your Customers, Colleagues, and
Everyone Else You Meet – By Ron Kaufman

FOR IMMEDIATE RELEASE

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We are in a crisis of service.

Huge, global, economies are transforming 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. 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.

We live and work in a world that is deeply connected by service. In commerce there is external customer service and colleagues providing internal service. We have roadside service, counter-service, delivery service, and self-service. In our communities we depend on the civil service, public service, government service, military service, foreign service. Even our personal family lives are infused with educational service, medical service, religious services, and memorial services.

Service is everywhere. But there is a vast disconnect between the volume of service we need and the quality of service we are giving to and receiving from each other.

What is the problem? There are two.

- **Problem #1: Service is considered servile**
“The customer is king” implies the service provider is not. In fact, 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.
- **Problem #2: The world of service is poorly mapped**
Look into any field of developed human activity and you find familiar terms and commonly accepted principles. Doctors and nurses, lawyers, accountants,

carpenters, and chefs. But the world of service has no such common language. The whole domain suffers from weak clichés, poor distinctions, and inaccurate common sense. This vague proposition leaves service providers (all of us) with no proven way of working and communicating to improve our service.

So, what's the solution?

Imagine a world where everyone is encouraged and encouraging. Imagine a world where the common intention isn't just to resolve problems, but to uplift and inspire others. Imagine a world where people measure their success by the responses they receive not by the actions they take. Imagine a workplace where tasks and projects aren't considered complete until someone has been surprised or delighted. Imagine a world where people are committed to uplifting the spirit and practice of service because they really want to, not just because they were asked, ordered, or paid to. And finally, imagine an organization truly uplifted, with every person fully engaged, encouraging each other, improving customer experience, and contributing to the community at large.

What will *Uplifting Service* do for you?

This book will lead you on a proven path to truly uplifting service. This path works whether you serve external customers or internal colleagues. The principles on this path work in every 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.

The Book

New York Times bestseller *Uplifting Service* takes readers on a journey along a proven path into a new world of where individuals deliver outstanding service, and organizations are distinguished by uplifting service cultures. Through dynamic case studies, and perspective-changing insights, readers learn how the world's best performing companies have changed the game in their industries through service—and how you too can successfully follow this path to uplifting transformation. *Uplifting Service* is a break-through book that will surprise, delight, and uplift every organization, team, or individual. Inside is a proven process for success, which focuses on the rationale, strategy, and actions needed within five key areas to build a powerful service culture: Why, Lead, Build, Learn, and Drive

The Author

Ron Kaufman has more than 20 years experience in global consulting with organizations such as Singapore Airlines, Nokia Siemens Networks, Microsoft, IBM, Xerox and many more. His work with these organizations, and numerous others, have earned him a stellar reputation highlighting his ability to engineer and transform cultures. Ron has discovered a proven path to improve service performance and create a sustainable competitive advantage. His unrelenting passion is uplifting the spirit and practice of service worldwide. Ron is a graduate of Brown University with studies in France, London and Berkeley. His firm, UP! Your Service, has offices in Singapore and the U.S.

- Ron Kaufman is a global consultant who specializes in building service cultures inside the world's largest and most respected organizations.
- Ron is a contributor to *Bloomberg Businessweek*. He has been featured in the *New York Times*, *Wall Street Journal*, *USA Today* and *LIFE magazine*. He is a sought after keynote speaker with extensive global experience with audiences of 10,000+.
- He is the founder of UP! Your Service and author of *Uplifting Service: The Proven Path to Delighting Your Customers, Colleagues and Everyone Else You Meet* (Evolve Publishing, May 2012) as well as 14 other books.

Requests

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Praise for *Uplifting Service*

“*Uplifting Service* is a much needed breath of fresh air for our troubled times. Service authority Ron Kaufman has distilled his global perspective into a blue print for delighting customers. This is a critical skill now that social media has amplified customer's voices many times over. If you have customers you must read this now.”

Stephen M. R. Covey and Greg Link
Bestselling Authors of *Smart Trust*

“Ron Kaufman has pinpointed a massive wound in society, and offers a strategy on how 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 certainly create a legendary shift.”

Thomas Moran
Director, Customer and Partner Experience
Microsoft Operations

“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*

“Uplifting Service gets to the bottom of what every great business should be, and then uplifts it. Ron's message is timely and the architecture he provides for building a service culture is timeless. This is a necessary book for every business.”

Ann Rhoades
Executive Vice President of Jet Blue
Bestselling Author of *Built on Values*

“There's no substitute for great service and Ron Kaufman has captured both the why and the how in this book. Do yourself a favor and read *Uplifting Service* today—it will definitely help you to be more successful professionally and personally.”

Arte Nathan
President & COO, Strategic Development Worldwide

“In *Uplifting Service*, Ron Kaufman convincingly reveals why the right kind of service can transform your business, and he also provides a detailed and easy-to-follow blueprint. Every CEO, manager and employee who provides service to others should not only read this book, but use it as an ongoing reference.”

Adrian Gostick and Chester Elton
Bestselling Authors of *The Carrot Principle* and *All In*

“I am utterly pleased with *Uplifting Service*. Ron Kaufman has brilliantly and poetically served the world by framing a concept that will undoubtedly impact business, and will change the perspective of every reader and organization that embraces this book. Kaufman provides real-world application of academic thought. He defines a common service language. He oversteps the cumbersome and often cliché commercialism of so many books. This book will uplift service.”

Professor Jochen Wirtz
Director, UCLA – NUS Executive MBA Program
National University of Singapore

“I’ve seen the corporate landscape evolve. And I’ve seen many aspects remain static—unchanged but not unchangeable. Ron Kaufman shows us how we can evolve with his book, *Uplifting Service*. This is the ultimate goal: to elevate and rise above yesterday.”

Warren Bennis
Bestselling Author of *Still Surprised: Memoir of a Life in Leadership*

“*Uplifting Service* is one book every leader must read and every service provider should embrace as their guide. Read it, apply it, and then recommend your customers read it. This book will immediately elevate the value of your relationships. I have witnessed and walked on this proven path and have seen the results that follow. Now is the right time for you and your customers to experience this uplifting transformation as well.”

Jagdish Ramaswamy
Chief Quality Officer, Wipro

“When it comes to delivering world class service, Ron Kaufman understands two things. First, providing exemplary service is an organization-wide, all hands process, not just smiles over the phone or isolated heroics. Second, he understands how to help organizations internalize this service paradigm until it becomes part of their DNA and their customer loyalty soars. In *Uplifting Service* Ron provides a proven and practical roadmap for making this happen.”

Richard Whiteley
Bestselling Author of *Customer Driven Growth*