



# **Uplifting Service: The Proven Path to Delighting Your Customers, Colleagues, and Everyone Else You Meet**

*Ron Kaufman*

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*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 Amazon.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.

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