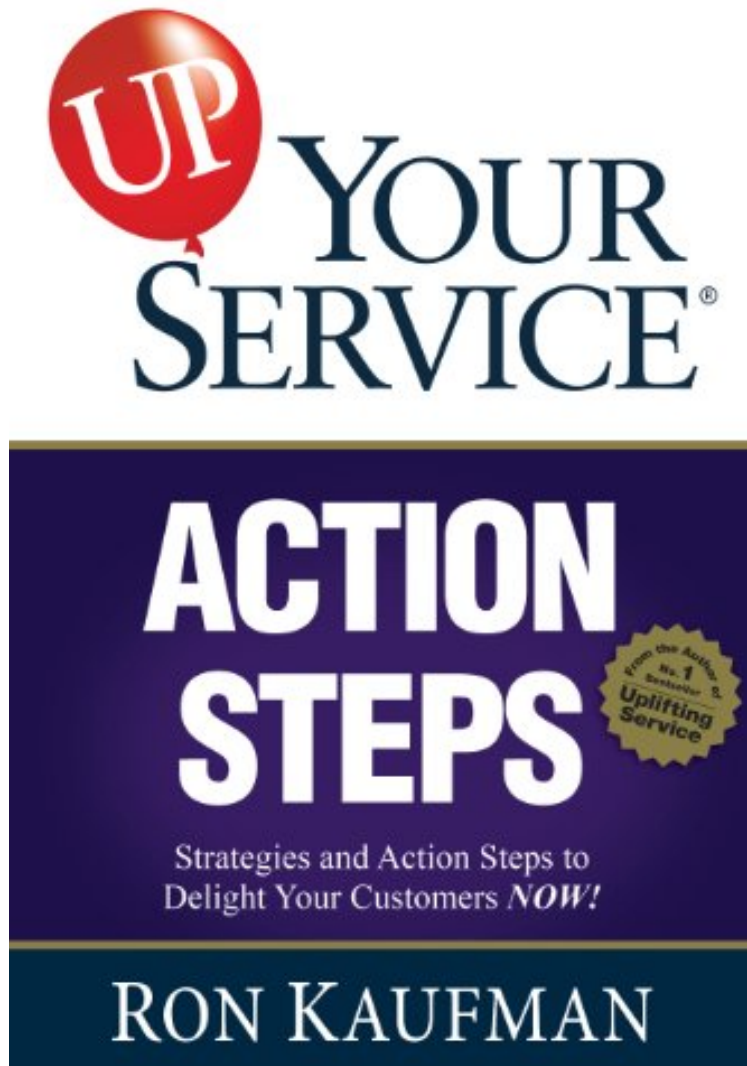


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Ron Kaufman

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Strategies and Action Steps to Delight Your Customers NOW! BUILD a mindset and a toolset to bring your service UP! DEVELOP a service culture that sizzles and succeeds. APPLY proven techniques to get closer to your customers. POLISH your perception points to create positive impressions. LEVERAGE customer value dimensions for long-term profits. ACHIEVE surprising and unbelievable! service standards. INCREASE customer loyalty with effective service recovery. DISCOVER the hidden power in service guarantees.

"When I picked up UP Your Service!, the first thing that struck me was how thick the book was: 250 pages and more! I wondered if service quality as a subject needed so many pages to get the core ideas across. But once I began to read the book, my doubts vanished. I realized that this book has a unique style designed to educate and entertain the reader. I am impressed by just how enjoyable it is to read and learn from this book. The book's volume is partly due to the easy-to-read format with illustrations and photographs, with plenty of reinforcements to drive home the key learning points. Many management authors tend to expound arcane concepts in their books, and yet expect their readers to retain what they have read. I didn't find this in Kaufman's book. Instead, Kaufman presents concepts and ideas with easy-to-remember photographs, graphics and diagrams. UP Your Service! is really written for the busy executive, as it gets its messages across very quickly. The reader need not plough through loads of theory before learning a useful lesson in service. Kaufman uses real-life stories, making it easy for the reader to understand the principles behind good service. For example, to illustrate the concept of service cycles, he uses events such as planning a wedding and buying insurance, experiences which most people go through at some point in their lives and can therefore relate to. At the same time, Kaufman illustrates his book more than 200 with real-life case stories from companies most of us have heard of, including Raffles Hotel, Apple Computer, Singapore Airlines, Federal Express, Microsoft and so on. Kaufman has also made his content current by including stories about dot.com companies such as .com, eBay, Streamline and The Motley Fool in line with the emergence of successful dot.com companies against a traditional, bricks-and-mortar market space. Kaufman has his own unique service quality lingo and is adamant about drilling these definitions into your understanding of quality service. In the book, Kaufman defines ideas in layperson terms, and then presents action-oriented and easy-to-understand case studies to bring those definitions into focus. For example, for the definition of value dimensions, Kaufman presents a total of 83 easy-to-understand values, including "Power source: solar, oil, gas, hydro, wind, battery, human". Kaufman seems to excel at presenting details to the infinite degree, with every intention of leaving no learning detail to chance, yet does so in a very readable, friendly way. In closing, Kaufman takes service to a deeply personal level, inspiring readers to undertake social and selfless service to others, such as volunteering at community organizations, making donations, assisting neighbors and so on. It is heartening to see management concepts applied to other aspects of life. Kaufman encourages readers to see charitable acts, such as organ donation, as an act of service to others, a refreshing perspective and noble thought." --Seamus Phan, Author, Enlightened Service

When I picked up UP Your Service! , the first thing that struck me was how thick the book was: 250 pages and more! I wondered if service quality as a subject needed so many pages to get the core ideas across. But once I began to read the book, my doubts vanished. I realized that this book has a unique style designed to educate and entertain the reader. I am impressed by just how enjoyable it is to read and learn from this book. The book s volume is partly due to the easy-to-read format with illustrations and photographs, with plenty of reinforcements to drive home the key learning points. Many management authors tend to expound arcane concepts in their books, and yet expect their readers to retain what they have read. I didn't find this in Kaufman s book. Instead, Kaufman presents concepts and ideas with easy-to-remember photographs, graphics and diagrams. UP Your Service! is really written for the busy executive, as it gets its messages across very quickly. The reader need not plough through loads of theory before learning a useful lesson in service. Kaufman uses real-life stories, making it easy for the reader to understand the principles behind good service. For example, to illustrate the concept of service cycles, he uses events such as planning a wedding and buying insurance, experiences which most people go through at some point in their lives and can therefore relate to. At the same time, Kaufman illustrates his book more than 200 with real-life case stories from companies most of us have heard of, including Raffles Hotel, Apple Computer, Singapore Airlines, Federal Express, Microsoft and so on. Kaufman has also made his content current by including stories about dot.com companies such as .com, eBay, Streamline and The Motley Fool in line with the emergence of successful dot.com companies against a traditional, bricks-and-mortar market space. Kaufman has his own unique service quality lingo and is adamant about drilling these definitions into your understanding of quality service. In the book, Kaufman defines ideas in layperson terms, and then presents action-oriented and easy-to-understand case studies to bring those definitions into focus. For example, for the definition of value dimensions , Kaufman presents a total of 83 easy-to-understand values, including "Power source: solar, oil, gas, hydro, wind, battery, human". Kaufman seems to excel at presenting details to the

infinite degree, with every intention of leaving no learning detail to chance, yet does so in a very readable, friendly way. In closing, Kaufman takes service to a deeply personal level, inspiring readers to undertake social and selfless service to others, such as volunteering at community organizations, making donations, assisting neighbors and so on. It is heartening to see management concepts applied to other aspects of life. Kaufman encourages readers to see charitable acts, such as organ donation, as an act of service to others, a refreshing perspective and noble thought. --

Seamus Phan, Author, *Enlightened Service* From the Publisher What's going UP? Quality service, excellent service, world-class, tip-top, red-carpet service. Impeccable, unbelievable, spectacular service. Everyone is talking about SERVICE. Here's why! Delighted customers are more loyal, come more often, spend more money and tell their friends about you. That means more pleasure and more profits for you. Angry customers leave in a hurry, cancel orders, upset your staff and tell negative stories about you. The benefits of your service going UP are clear. But how do you make it happen? This fun-to-read, easy-to-use book shows you clearly what to do, plus how to do it -- and why: proven strategies and practical action steps to successfully UP Your Service! Get ready for a challenging and rewarding ride, packed with high-value learning and hundreds of new ideas. Buy the book and jump into the pages. Lets get your service going UP! From the Author The way I see it, life on this spinning Earth is an extraordinary and magnificent adventure. We come to the whole experience naked, wet and rather unprepared. Other people take care of us; they feed, bathe, clothe, educate and nurture us through the early years. They serve us. And we grow. Gradually we develop skills, preferences and a personality. In our professional, personal and family lives, we learn how to give something back. We discover what it means (and how it feels) to be generous, add value, demonstrate concern for others. We learn how to show respect and how to earn it. We learn to be in service. As our lives unfold, no one knows for sure what lies ahead: opportunities, challenges, good fortune, sometimes danger. You want the best for you and yours. I want the best for mine. We seek goodness for our family members, kindness for the old and young, understanding and compassion when in need. We want celebration when we're on a high, and commiseration when we're low. We want people in our lives who'll lend a hand, give a damn, pass a compliment, share a smile, willingly go the extra mile. You've heard the phrase: "What goes around, comes around." Well, I believe it's true. Let's make our dance upon this Earth the best that it can be. It's up to us together now. Life responds to you and me.