



UPLIFTING SERVICE

INTERVIEW QUESTIONS WITH RON KAUFMAN

These questions have proven to be engaging and effective with television, webinar, radio, and print interviews. You are welcome to select from or edit these questions, or add new ones.

- 1** In your book, ***Uplifting Service***, you say the world is in a service crisis, and that many people are confused about service. Why do you say that?
- 2** What do you recommend people and organizations can do to solve this crisis?
- 3** Companies spend millions every year on customer service training. Why is it not working?
- 4** We hear the word "service" and think about industries like restaurants, retail, and hospitality. Is that where you see the most demand?
- 5** Service is often considered the "soft side" of business. And many people think "company culture" is just a fuzzy idea. But you say there is a proven "architecture" for "engineering" a service culture. What do you mean by this?
- 6** You are well-known as an educator and a motivator, but not a professor. What do you mean when you talk about "actionable service education"?
- 7** Is upgrading the culture in a large organization a job primarily for senior leaders?
- 8** You write about "The 12 Building Blocks of a Service Culture." What are some examples?
- 9** What lessons have you learned in over 20 years, working with some of the world's largest companies to improve their service?
- 10** Do your recommendations only apply to business? What about other organizations?
- 11** You have worked in many countries. Do different cultures have different service standards, and different expectations? Have you found some cultures are better at service than others?
- 12** What impact has social media had on service?
- 13** You say that "customer service is a two-way street". What do you mean by that?
- 14** Are you a difficult customer to please?
- 15** What's the bottom line? Why are you so passionate about Uplifting Service?

Ron Kaufman is the world's leading educator and motivator for uplifting customer service and building service cultures. He is author of the *New York Times* and *USA Today* bestseller, "*Uplifting Service! The Proven Path to Delighting Your Customers, Colleagues and Everyone Else You Meet*" and 14 other books on service, business and inspiration.