

## I BELIEVE SERVICE

is taking action to create value for someone else.



### Service Keynote

Uplifting Service: Exceeding Customer Expectations One Action at a Time

#### Speech Description

In today's global economy, customer expectations in almost every industry are rising. What was once considered a perk, bonus or plus is now a promise clients expect – and even demand – time and again.

And while everyone may agree that providing superior service is essential to continued success in a competitive world, too many executives still regard service as “the fuzzy stuff” they don't know how to measure, manage or make happen on a companywide scale.

Uplifting Service is an entertaining and interactive presentation that shows everyone from the C-suite to the front lines specific actions and concrete steps to fly over customers' rising expectations and immediately improve the quality of service delivered at all levels of the company.

Packed with real-life examples, powerful principles and tried-and-true techniques, this session will educate, motivate and inspire everyone on your team to take new action now.

#### Key Learning Points

- The secret to seeing the world from your customers' point of view.
- The six proven steps to going from “basic” to “unbelievable” service.
- Transforming complaints into opportunities, creating positive word of mouth and valuable customers for life.
- Three strategies and tactics for managing customer expectations.
- Bouncing your way back through service recovery.
- Shifting from blame, shame and justification to taking personal responsibility.