



# THE PROBLEM WITH SERVICE TODAY



WE ARE FACING A CRISIS OF SERVICE ALL OVER THE WORLD.

## CUSTOMERS



Huge economies are transforming from manufacturing-based to service-based at record speed, and our populations are largely unprepared.



Are angry and complain to **anyone** who will listen.

And our educational systems don't even recognize the subject of service as an area for serious study.



Longer than any other species on earth, young people are dependent on constant service from parents, teachers, doctors, and community leaders.



As we grow, we go to work, become professionals, and get jobs, earning money and building our careers in successful service to others.



## WE LIVE AND WORK IN A WORLD THAT IS COMPLETELY INFUSED WITH SERVICE

In our communities we depend on the civil service, public service, government service, military service, and foreign service.

SERVICE IS ALL AROUND YOU; IT'S EVERYWHERE YOU LOOK AND LIVE.

www.UpliftingService.com

1

PROBLEM

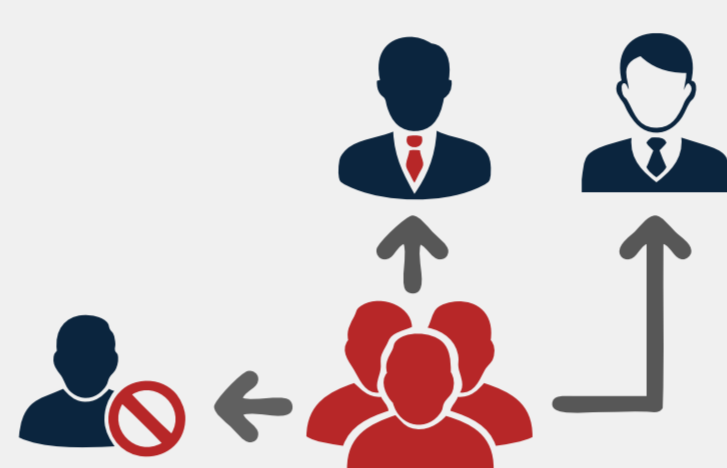
## Service Is Considered Servile



"THE CUSTOMER IS **KING**"



Implies the service provider is not.

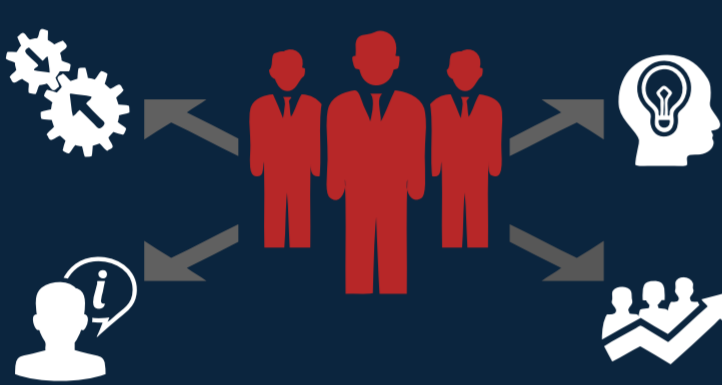


People want to be the boss, the leader, the manager, the rule maker not the humble servant.



This outdated interpretation is operationally, economically, and emotionally counterproductive.

## UPLIFTING SERVICE ORGANIZATIONS



Simply **ATTRACT, DEVELOP, and RETAIN** better talent.



In an uplifting service organization employees are more engaged, more productive and more committed to the organization.



With these benefits so recognized and clear, why is improving and sustaining great service so difficult to achieve?

www.UpliftingService.com

2

PROBLEM

## The World of Service Is Poorly Mapped



### LOOK INTO ANY FIELD OF HUMAN ACTIVITY



And you will find terms that people in that field use and understand. Doctors and nurses refer to systolic and diastolic pressures. Chefs and cooks use the terms blanch and bottom cuts.

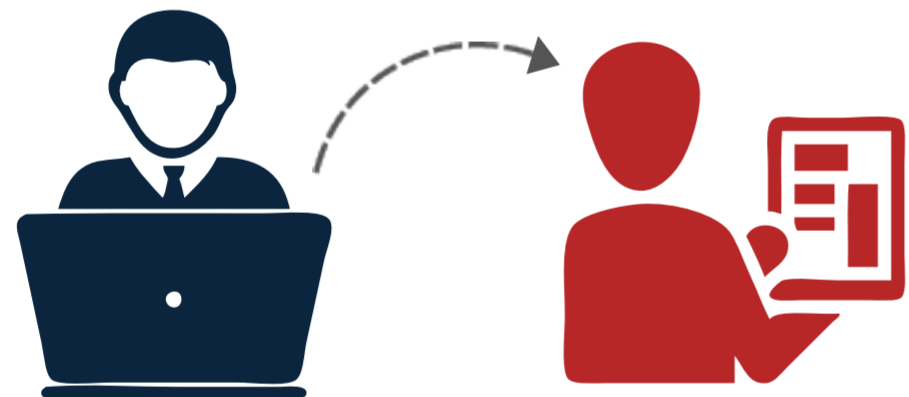


All well-developed areas of human activity feature recognized terms for commonly accepted ideas and principles in their fields. These are called **fundamental linguistic distinctions**. But the world of service, and continuous service improvement, has no such common language.

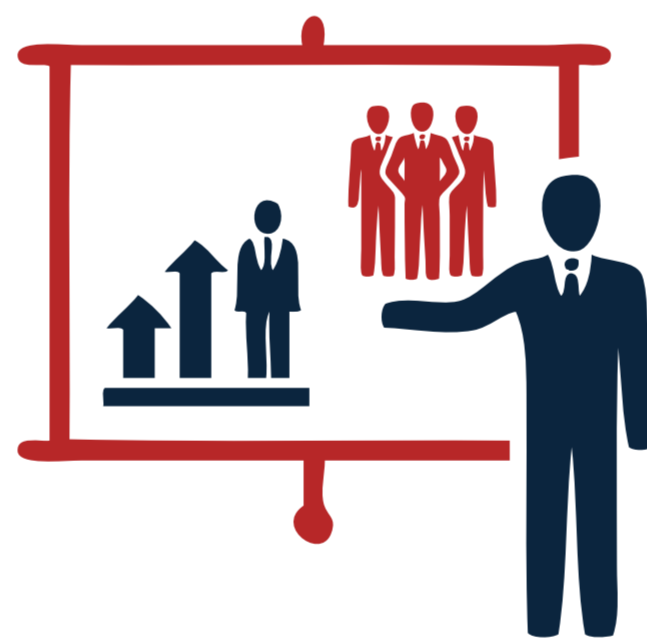
The whole domain of service suffers from weak clichés, poor distinctions, and inaccurate common sense. "The customer is always right" is often wrong. "Go the extra mile" is bad advice when the client wants precise fulfillment of exactly what was promised.



Service academics have created many meaningful terms: gap models, channel preferences, promoter scores, and more. But these have not become widely understood among the millions of service providers worldwide.



Well-developed domains of human activity also feature standard practices that deliver predictable and reliable results.



**BUT THE DOMAIN OF SERVICE HAS SUFFERED FROM A LACK** of fundamental principles, effective processes, actionable models and frameworks to **guide us successfully along the way.**

www.UpliftingService.com



## So, What's the Solution?



SERVICE IS TAKING ACTION TO CREATE VALUE FOR SOMEONE ELSE.



And that is the essence of every successful business, organization, and career.



Uplifting service brings pride to service teams and increases service providers' sense of fulfillment and satisfaction at work.



Uplifting what you do for other people is the key to uplifting yourself.



A passionate group of like-minded people with a plan and a commitment to action can and will transform our world.

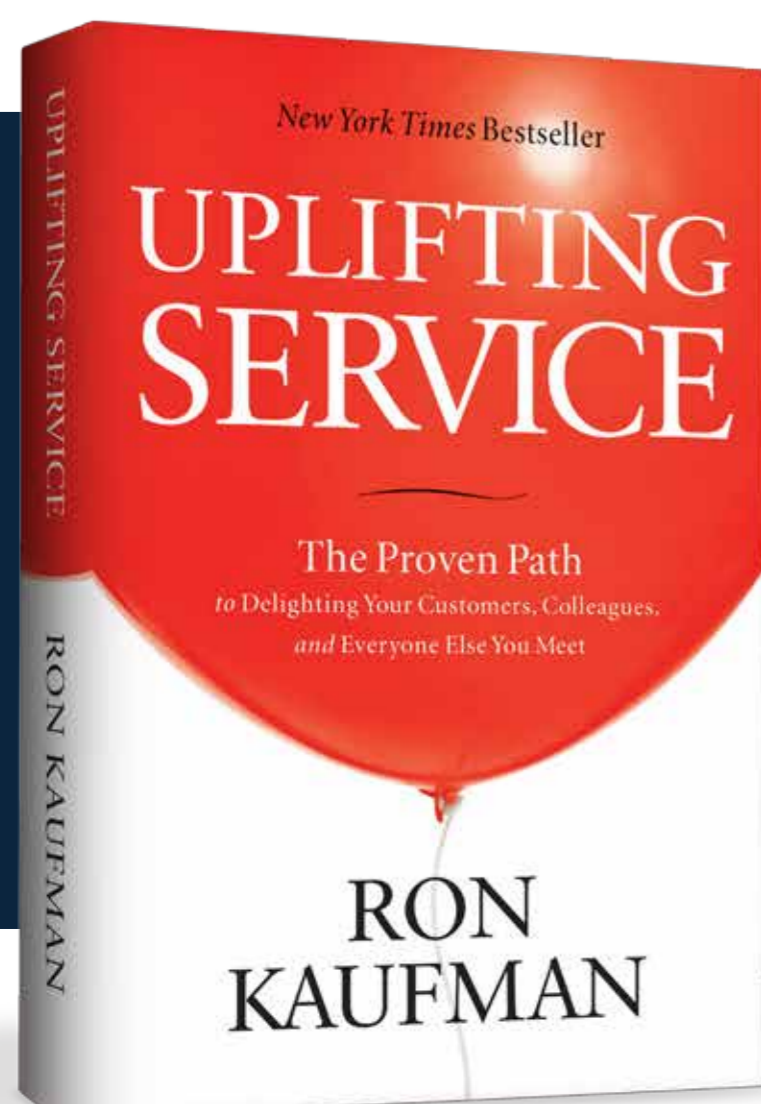


**IMAGINE A WORLD** in which the common intention isn't just to resolve problems, but also to uplift and inspire others.



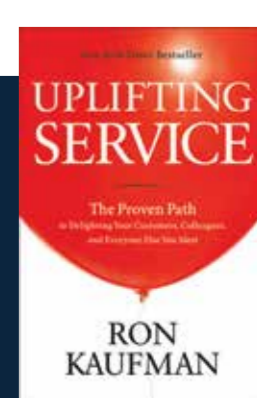
Finally, imagine an organization—your organization—truly uplifted, with every person fully engaged, encouraging each other, improving customer experience, making the company more successful, and contributing to the community at large.

www.UpliftingService.com



## The New York Times BESTSELLER

The Proven Path to Delighting Your Customers, Colleagues, and Everyone Else You Meet



Buy Book NOW!



Buy Audio Book NOW!