

Do you have an Uplifting Service Culture?

Find out now...

Do you want to:

- 1 Dramatically improve service performance to customers and between colleagues?
- 2 Differentiate from your competition based on the quality of your service?
- 3 Get immediate service results, build a stronger service culture, and make them both enduring?

If you answered 'Yes' to any of these questions, this assessment will help you identify where your culture is today and help align your team for where you want to go.

These questions are designed to produce insights and new actions. You will discover weaknesses you can work on now, and strengths you can leverage.

This assessment will not provide a numerical score nor benchmark you against other organizations. The purpose of this assessment is to encourage your own conversations and evaluate your service culture-building efforts.

Discuss these questions with your team and, if you wish, with us. We work with senior leaders in large organizations to help them improve service performance and differentiate based on service with a superior and sustainable service culture.

Contact us if you would like to schedule a webinar or teleconference to help you with this assessment, compare relevant case studies, or to learn more about aligning your leadership team and the proven path to building an Uplifting Service Culture.

Enquiry@RonKaufman.com

WHY?

- 1 What is the primary reason “Why?” you and your organization are interested in improving service or differentiating on service? (For example: competitive issues, increasing profits and market share, rising customer expectations, increasing loyalty, attracting and retaining the best staff, etc)
- 2 Why do you want to build an Uplifting Service Culture? Why not simply improve service with tactical service improvement initiatives?
- 3 How often does your leadership team meet to identify your ‘Why’ and align with specific goals?

LEAD

- 1 Have your leaders publicly declared service as a top priority?
- 2 Are your leaders excellent role models of internal and external service?
- 3 Do your leaders enable and empower everyone to deliver Uplifting Service?
- 4 Do your leaders consistently identify and remove roadblocks?
- 5 Have your leaders built a culture that sustains enthusiasm for service?

BUILD

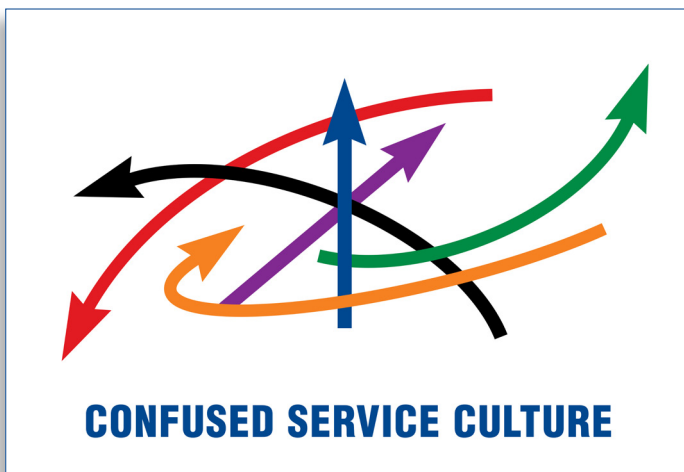
- 1 Do you have a service vision that engages and inspires your team to action?
- 2 Are you recruiting the right people to make your service culture stronger?
- 3 Does your orientation program inspire your new staff to contribute to your culture?
- 4 How do your communication programs enable improved service performance?
- 5 Do your recognition programs encourage and incentivize excellent service: internal, external, individual and team?
- 6 How is the “voice” of your customer captured, communicated, and acted upon in your organization?
- 7 Are your service measures and metrics in line with your service vision? Is this data widely shared and understood? Does it guide your team to immediate action?
- 8 Do you have an ongoing process that guarantees continuous service improvement?
- 9 When things go wrong, how well does your organization bounce back with recovery that increases customer loyalty?
- 10 Do you frequently benchmark best service practices, inside and outside your industry? Who is involved in this effort? Who should be?
- 11 Does your team understand the importance and power that comes from linking these culture-building activities together?

LEARN

- 1 Does your organization provide service education or service training? Do you understand the difference – and the importance of each?
- 2 Is your organization more focused on consistent service performance, or continuous service improvement?
- 3 Do you know where the weakest perception points are in your service transactions? Do the people involved at these points know what to do about it?
- 4 Do your people understand what customers and colleagues value most? Do they know how to serve people who value different things?
- 5 Is your organization more focused on completing transactions, building relationships, or growing long-term and value-adding partnerships?
- 6 Are your people effective at managing customers' and colleagues' expectations?
- 7 Do people in your organization believe customer satisfaction is the goal? Do they actively seek to increase customer loyalty?

DRIVE

- 1 Has your leadership team established a mechanism to get aligned and stay aligned with your service improvement and culture-building efforts?
- 2 Have you established a Steering Committee to guide your service culture-building efforts, with representation from all groups within your organization?
- 3 Do you have a calendar and sequence of activities that keep service culture top-of-mind throughout the year?
- 4 Have you cascaded service education to everyone using internal resources to gain speed, scale and sustainable expertise? If not, do you have a plan to get this started?
- 5 Have you embedded Uplifting Service principles into your daily systems and procedures?





Uplifting Service is a global consulting and education firm based in Singapore, serving multi-national clients worldwide. We help clients develop a culture of service excellence, aligning the entire organization to win the hearts and minds of customers. We work with leaders who seek to harness the power of service excellence and seek the impact of a strong and sustainable service culture.

UP's proven proprietary methodology aligns, integrates, and accelerates organizations in three essential areas: Service Leadership, Continuous Service Improvement, and The 12 Building Blocks of Service Culture. This proven approach leads to an action-oriented culture, empowering everyone to delight customers and colleagues with consistently uplifting service.

Client Results

Enquiry@RonKaufman.com
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"We use the proven Uplifting Service tools and methodology to design our global customer centricity program. UP has an unrivalled approach, enabling companies build a strong and sustainable culture of service excellence."



BNP PARIBAS

"Uplifting Service addressed the problem we were trying to solve – getting over 10,000 employees to all move in the same direction. UP is really good at understanding our challenges and helping us address these by leveraging a highly effective methodology."



"I appreciate the change. I can see and feel a shift in the way Crown approaches our team, in the way they speak and the way they ask. They focus on what we are working on to achieve as a business and how we can become better partners to move our agenda forward."



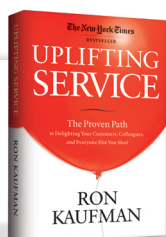
"UP gives insights to change mindset. Now we focus on end to end thinking. I can put myself in someone else's shoes and evaluate what is important."



"Uplifting Service helps us create a culture of obsession for the customer for the entire organization, inspiring everyone to work as one to take the next step up."



"Uplifting Service is the cornerstone that helped STERIS revitalize focus on our Customer, helping us differentiate our offers in a price-sensitive marketplace and drive customer loyalty."



The New York Times
BESTSELLING AUTHOR

Ron Kaufman founded Uplifting Service in 2003. He is one of the world's most sought-after educators, consultants, thought leaders on the topic of service excellence and customer experience. He is the author of the *New York Times* bestseller, *Uplifting Service*.

