



Ron Kaufman

Award-winning Customer experience consultant, leadership and motivational keynote speaker

Ron Kaufman is an author, consultant, founder of “Up! Your Service”, speaker and is considered to be the world’s foremost authority on customer service culture.

Ron's biography

About Ron Kaufman

- Author of the New York Times Bestselling book *Uplifting Service: The Proven Path to Delighting Your and Customers, Colleagues, and Everyone Else You Meet*.
- Hall of Fame Presenter and Keynote Speaker Asia Professional Speakers inaugural recipient “Lifetime Achievement Award”
- Ranked #1 in Customer Service Expert in the World by Global Gurus in 2018, 2019, 2020 and 2021
- Creator of #1 Ranked Customer Service Development Program, Uplifting Service, The Proven Path, 2020

He has become an international expert on customer service and has taught organisations the world over to provide an exceptional level of [customer care](#). Embracing the traditional view that it is essential that customers feel valued, he has taught government agencies and big businesses alike on how to create a culture which promotes exceptional service and leaves both staff and customers feeling positive, promoting loyalty, an enhanced reputation and encouraging repeat custom.

He is the author of the New York Times and USA Today best-selling book “Uplifting Service! The Proven Path to Delighting Your Customers, Colleagues and Everyone Else You Meet” and fourteen other books on customer service, business and inspiration.

Speaking Style

As a speaker Ron is innovative, [inspirational](#) and practical. He is the world's top customer service guru and aims to transform service culture and he does not disappoint his audience, leaving them feeling positive and highly capable of facing future challenges.

Drawing on his vast experience he is passionately committed to achieving results derived from proven methods to help clients upgrade service performance and build strong service cultures.

His unique approaches to learning and [leadership](#) have been featured in the New York Times, the Wall Street Journal, and USA Today. Ron was invited to Asia in 1990 by Singapore Airlines and the government of Singapore to create and launch a national service quality training organization.

He is a graduate of Brown University, USA with studies in France, London and Berkeley, California. He is a professional member of the Author's Guild, Global Speakers Federation and International Association of Learning Providers.

Ron resides in Singapore and travels widely to promote and realize a vision of "Our world where everyone is educated and inspired to excel in service."

Ron's talks

- **Leading The Service-Focused Culture: Creating Superior Service From The C-Suite**

A superior service culture does not happen by accident but instead requires committed managers willing to walk their talk – and motivated staff inspired to deliver on-the-spot service daily. But beyond this, the driving force of a service-focused culture is a group of inspired leaders who are convinced of and committed to, the long-term value of Uplifting Service. Leading The Service-Focused Culture facilitates your senior leadership team in building the alignment needed to embrace a common service vision – and then take the actions required to make that vision a reality.

In this hands-on session, participants review the culture-building activities currently in use in the organization; identify opportunities for new service initiatives; learn best practices for becoming a service-focused culture and commit to taking action to align and strengthen the service focus.

Key Learning Points:

- Best practices for engaging everyone from the top down in a continuous cascade of positive actions for Uplifting Service culture.
- Quantifying benefits of a service culture in terms of customer experience, competitive positioning, talent development and business results.
- Choosing a compelling language to create an engaging service vision.
- Communicating the vision effectively with all service providers.
- Creating the alignment and service commitment to help cross-functional teams communicate more effectively with each other and within their own departments.

- **Building Your Business With Service Partnerships: Making The Most Of The Relationships That Matter**

At the core of a service-focused company are strong internal and external partnerships. Listen to practical steps and easy-to-learn techniques that teams, cross-functional groups, internal service departments and others can use to immediately get more cooperation from – and alignment with – the business relationships that matter the most.

- **Uplifting Service: Exceeding Customer Expectations One Action At A Time**

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.
- **The Future of Service is Care**
 - **Transforming Your Customer Experience**
 - **Increasing Sales with Unbelievable Service**
 - **Capturing the Power of Uplifting Service Culture**
 - **Creating Sustainable Partnerships for the Future**

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