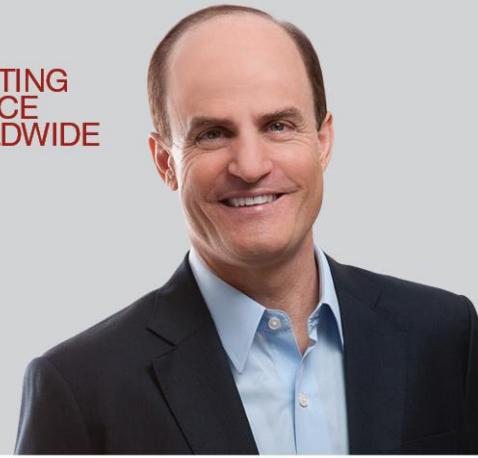




# RON KAUFMAN

UPLIFTING  
SERVICE  
WORLDWIDE



CULTURE KEYNOTE

## Capturing The Power Of A Superior Service Culture: Creating A Sustainable Competitive Advantage

### Speech Description

In a world where customers and staff have increasing options, companies with a powerful service reputation and an uplifting service culture are attracting and retaining the best talent, achieving market leadership and enjoying sustainable success. In fact, building a service-focused culture today is no longer an option — it's a competitive necessity.

This session provides senior executives with the opportunity to step back and answer the question, "Is the service culture that exists in my company today providing me with a strong competitive advantage for tomorrow? If so, what can I do to keep it growing stronger? And if not, what can I do to make it better right now?"

Packed with case studies and best practice examples from companies around the world, Capturing The Power Of A Superior Service Culture shows you why some organizations succeed beautifully – and others fail miserably. Participate in this presentation to find out what works, what doesn't, what your organization should do, and what you must avoid.

**"A failing business thinks it costs too much to provide superior service. A successful business knows it costs too much not to."**

Ron Kaufman  
Author and Founder  
UP! Your Service

### Key Learning Points

- Why an uplifting service culture earns you a sustainable advantage.
- How to engineer your service culture with a proven three-part architecture and implementation roadmap.
- How to align The 12 Building Blocks of Service Culture™ to get more impact from the activities you are already doing.
- How to track, improve and measure the value of your service culture.
- Why a weak service culture leads to more complaints, lower margins and higher staff turnover – and how you can avoid these problems.