

**Questions to ask Ron Kaufman, author of *New York Times* bestseller
“UPLIFTING SERVICE: The Proven Path to Delighting Your Customers, Colleagues and
Everyone Else You Meet”**

Primary Questions:

1. In your book, *Uplifting Service*, you say the world is in a service crisis. Why do you say that?
2. What do you recommend people and organizations can do to solve or respond this crisis?
3. Companies spend millions every year on customer service training. Why is it not working?
4. We hear the word “service” and think about the industries like retail, restaurants, and hospitality. Is that where you see the most demand?
5. How do people and organizations get started if they want to improve their service?
6. Service is often considered the “soft side” of business. And many people think “company culture” is just a fuzzy idea. But you say there is a proven “architecture” for “engineering” a service culture. What do you mean by this?
7. Is upgrading the culture in a large organization a job for senior leaders?
8. You write about the “12 Building Blocks of a Service Culture.” What are some examples?
9. You are well-known as an educator and a motivator, but not a professor. What do you mean when you talk about “actionable service education”?
10. There have been many books written about customer service over the years. How is *Uplifting Service* different?
11. What lessons have you learned in over 20 years, working with some of the world’s largest companies to improve their service?
12. Do your recommendations only apply to business?

Additional Questions

13. How did you get into this business of improving service all over the world?
14. Why are you so passionate about uplifting service?
15. You have worked in many countries. Do different cultures have different service standards, and different expectations? Have you found some cultures are better at service than others?
16. What impact has technology had on customer service?
17. What impact has social media had on service?
18. You say that “customer service is a two-way street”. What do you mean by that?
19. Are you a difficult customer to please?