



# **UP! Your Service Action Steps: Strategies and Action Steps to Delight Your Customers Now!**

*Ron Kaufman*

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Strategies and Action Steps to Delight Your Customers NOW! **BUILD** a mindset and a toolset to bring your service UP! **DEVELOP** a service culture that sizzles and succeeds. **APPLY** proven techniques to get closer to your customers. **POLISH** your perception points to create positive impressions. **LEVERAGE** customer value dimensions for long-term profits. **ACHIEVE** surprising and unbelievable! service standards. **INCREASE** customer loyalty with effective service recovery. **DISCOVER** the hidden power in service guarantees.

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