



# 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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