



**Your Future in
Service Excellence**



Your Future in Service Excellence

Bucharest, 2025



**Your Future in
Service Excellence**



**CUSTOMER
FOCUS**

**Service is taking
action to create value
for someone else**



**Your Future in
Service Excellence**



**Service Excellence
is taking the next action
to create more value for
someone you care about**



**Your Future in
Service Excellence**



**A Service Excellence
culture exists when
everyone puts this
to work every day**

Care

Commitment to my well-being, my trusted advisor, our chosen partner for the future....

Loyalty

Repeat customers, increased activity, real referrals, active recommendations...

Experience

End-to-end service journey, complete life cycle, omni-channel, all touch points...

Delight

Exceed expectations, special moments, unexpected, earn compliments, stand out...

Satisfaction

Meet expectations, deliver service promises, avoid mistakes, satisfied customers...

Recovery

Complaint handling, problem solving, trouble shooting, settling disputes, spare parts...



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**CUSTOMER
FOCUS**

**How good or bad
is the service
you provide?**

The Six Levels of Service™

UNBELIEVABLE!

SURPRISING

DESIRED

EXPECTED

BASIC

CRIMINAL

Unbelievable is WOW!

Surprising is something special.

Desired is what customers prefer.

Expected is just average.

Basic is the bare minimum.

Criminal is below the bare minimum.

The Four Categories of Value™

The main reason
people come to
you for service

**PRIMARY
PRODUCTS**

**DELIVERY
SYSTEMS**

Your system to
deliver products
and services
to your clients

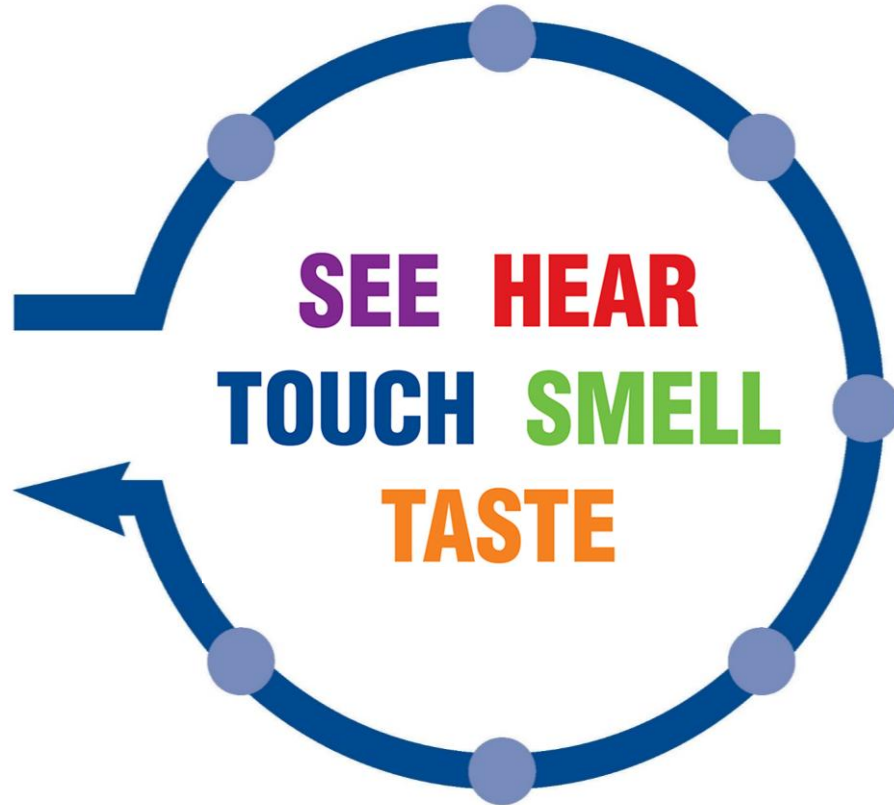
The way you
meet, greet,
and treat
other people

**SERVICE
MINDSET**

**ONGOING
RELATIONSHIP**

Your efforts to
build stronger
connections
over time

Your Perception Points™



A Service Transaction involves your processes, people, and procedures.

A Perception Point is every time someone experiences something and forms an opinion.

Take Personal Responsibility

**TAKE
PERSONAL
RESPONSIBILITY**

~~**EXCUSES**~~

~~**SHAME**~~

~~**BLAME**~~



Create Shared Responsibility

**CREATE
SHARED
RESPONSIBILITY**

~~**EXCUSES**~~

~~**SHAME**~~

~~**BLAME**~~



Generate Historic Responsibility

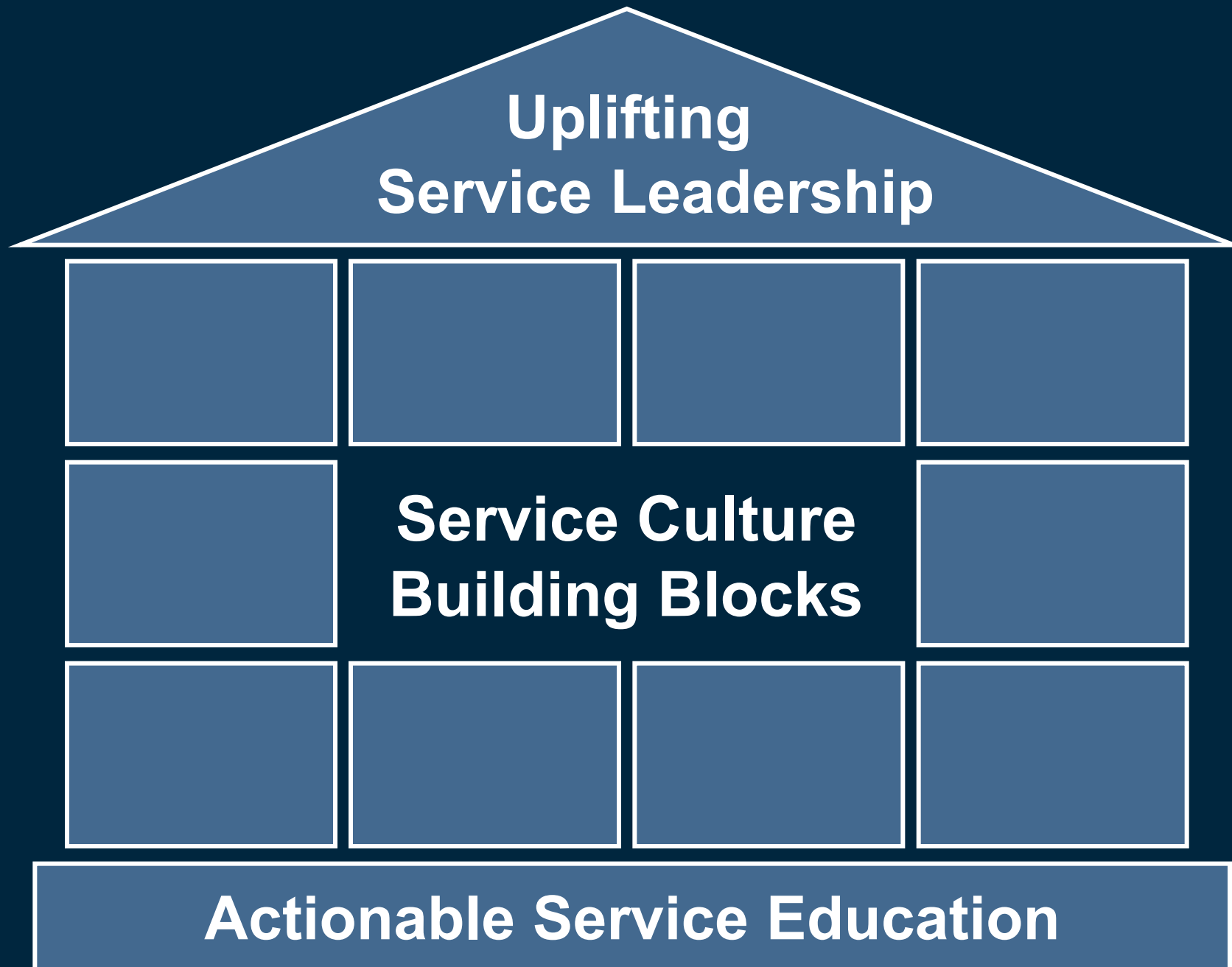
**GENERATE
HISTORIC
RESPONSIBILITY**

~~**EXCUSES**~~

~~**SHAME**~~

~~**BLAME**~~







Uplifting Service Leadership

1. Declare Uplifting Service a top priority
2. Be a great role model (walk the talk)
3. Promote a common service language
4. Measure what really matters
5. Enable and empower your team
6. Remove the roadblocks to service
7. Sustain focus and enthusiasm

Measuring What Really Matters

↑ Ultimate Financial Objectives

profitability, market position, shareholder value

↑ Survey and Index Improvements

significant change in measures and metrics

↑ Positive Compliments

encouraging feedback, comments, and social ratings from customers, clients, and colleagues

↑ New Insights, Ideas, Action Steps

Stepping UP! service improvements

Uplifting Service Leadership

**Common
Service
Language**

**Engaging
Service
Vision**

**Service
Staff
Recruitment**

**New
Staff
Orientation**

**Service
Communi-
cations**

**Service
Recognition
and Rewards**

**Voice
of the
Customer**

**Service
Measures
and Metrics**

**Service
Improvement
Process**

**Service
Recovery and
Guarantees**

**Service
Bench-
marking**

**Service
Role
Modeling**

Actionable Service Education



“
**Life well-lived
contributes to the
well-being of others**
”

RON KAUFMAN

SERVE • CARE • LOVE





Keep it



**Good job!
Well done!**

Visit UpliftingService.com

Pass it on...

To continue improving service excellence in your company with tailored guidance, connect with Elena Călin, Accredited Uplifting Service Consultant and Master Trainer in Romania at elena.calin@upyourservice.ro or 0722844482.



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