



**YOUR  
SERVICE<sup>®</sup>**

# **Building a Culture of Service Excellence for Sustainable Competitive Advantage**





## Who are we?

UP! Your Service helps clients develop a culture of service excellence, aligning the entire organization to win the hearts and minds of customers.

- Founded by Ron Kaufman in 2003
- Global firm headquartered in Singapore, serving multi-national clients worldwide
- Enables organizations to continuously improve service performance and build a sustainable culture of service excellence
- Proven proprietary methodology in consulting and learning & development, including frameworks, roadmaps, workshops, and tools translated into 15 languages



# Who do we serve?

We bring value to clients organizations across all industries, B2B and B2C, in private and public sectors.

We work with leaders who seek to harness the power of service excellence and understand the impact of a strong and sustainable service culture.



## Financial Services

- AIA
- BNP Paribas
- FGB
- NTUC Income



## Hospitality

- LUX\* Resorts
- Marina Bay Sands
- Raffles Hotel
- Valamar Group



## Transportation

- Singapore Airlines
- Changi Airport
- Air Mauritius
- Fiji Airways



## Technology

- NIIT Technologies
- Microsoft
- Wipro
- CISCO



## Telecommunications

- Singtel
- Globe Telecom
- Nokia Siemens Networks
- Crown Castle



## Manufacturing

- BASF
- General Motors
- Johnson & Johnson
- Pall Corporation



## Business Services

- Xerox
- Steris
- Comfort Systems
- KONE



## Retail

- CapitaMalls
- Sunway Group
- TheBrandHouse

# What problems do our clients face?

Our Clients want to put an end to customer dissatisfaction, employee disengagement, product commoditization, brand dilution, and cultural complacency.



## Poor Financial Performance

- Declining revenue
- Declining market share or share of wallet
- Declining profitability
- Declining shareholder value



## Weak Brand Distinction

- Risk of commoditization
- Increased new and existing competition
- Challenges with social media
- Struggle to maintain premium pricing



## Bad Customer Experiences

- Poor or inconsistent service performance
- Reactive service
- High complaint volume
- Declining customer loyalty
- Weak service recovery



## Low Employee Engagement

- Low morale and engagement
- Resistance to change
- Lack of creativity and collaboration
- High employee turnover



## Unhealthy Company Culture

- Leaders not aligned
- Lack of shared understanding of service excellence
- Defensive or blaming behaviors
- Lack of personal accountability





## How do we solve these problems?

UP has developed proprietary principles, methodologies, frameworks, and tools to achieve a sustainable cultural transformation.

UP engages with clients for the long-term, including initial assessments, implementation of learning and development programs, and ongoing monitoring of results.

UP enables leadership alignment, continuous service improvement, and quantifiable measurements of success.





# What is the UP engagement model?

## 1. The Service Culture Indicator

Digital assessment evaluating the client's leadership alignment and current cultural strengths and weaknesses, including customized recommendations and reports.

## 2. Service Leadership Workshop

One or two-day in-person event with senior leadership teams to present assessment results and UP's "Proven Path" methodology with group discussions and case studies.

## 3. Service Excellence Workshops

In Service Excellence Workshops, team members apply UP's principles and tools to solve specific service problems and build a culture of continuous external and internal service improvement. Workshops are easily customized and scalable through train-the-trainer or outsourced workshop delivery.

## 4. Service Culture Transformation

Longer-term consulting services to achieve defined business objectives and sustainable cultural transformation.

## 5. Keynote Speeches and Presentations

Engaging presentations at client events to educate and inspire audiences at all levels.

# The Service Culture Indicator

**The Service Culture Indicator (SCI)** is an online assessment evaluating leadership alignment and culture strengths and weaknesses, with customized recommendations and reports.



## Approach

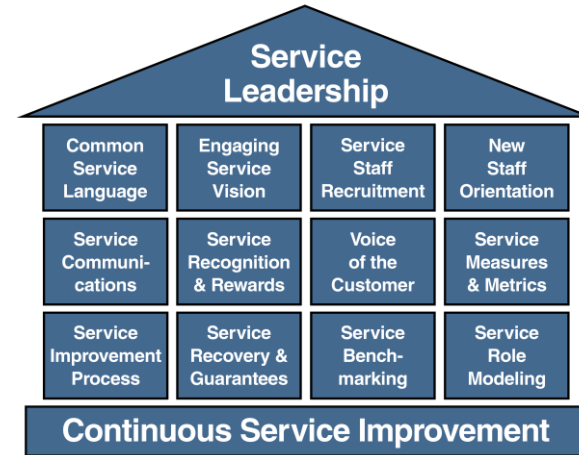
- Selecting the right leaders to participate
- Online survey setup launched by UP team
- Customization of the SCI report
- Debrief for key stakeholders by UP consultant

## Outcomes

- ✓ Scores reveal gaps in leaders' perceptions
- ✓ Performance scores highlight areas in need of improvement
- ✓ Benchmark leading service organizations
- ✓ Recommendations to build service culture

# The Service Leadership Workshop

**The Service Leadership Workshop** is a live event with senior leadership teams to discuss assessment results, apply the UP architecture, and explore relevant case studies for leadership discussions.



## Approach

- Organization study to customize agenda
- Discuss Service Culture Indicator results
- Learn 10 powerful service principles
- Understand The 12 Building Blocks of Service

## Outcomes

- ✓ Discover best practices from leading organizations
- ✓ Secure commitment of the leadership team
- ✓ Inspire leaders to be strong role-models
- ✓ Build your unique implementation roadmap



# Service Excellence Workshops

Service Excellence Workshops enable employees to apply UP’s principles and tools. Participants take personal responsibility, solve service problems, and improve service performance at every point of contact.



## Approach

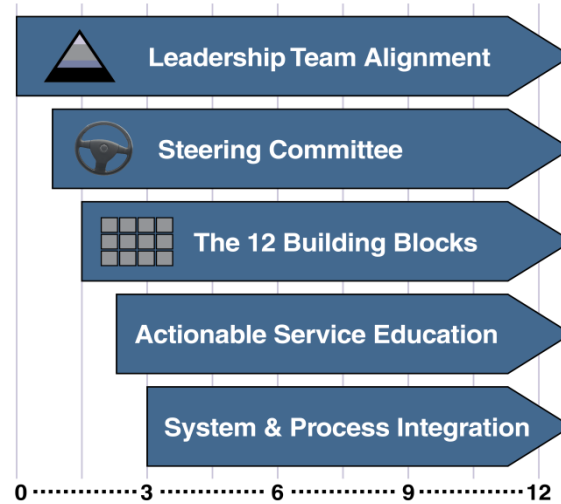
- Customization of principles and materials
- Conducted by UP certified workshop leaders
- Select current service issues and opportunities
- Generate ideas for service improvement

## Outcomes

- ✓ Common service language across the company
- ✓ Measurable improvements in service
- ✓ Employees take personal responsibility
- ✓ Strong foundation to build service culture

# Service Culture Transformation

**Service Culture Transformation** helps organizations achieve sustainable competitive advantage. UP's clients deliver superior customer experiences and build employee cultures that attract and retain the world's best talent.



| Approach   |
|--|
| <input type="checkbox"/> Align and engage the leadership team        |
| <input type="checkbox"/> Steering Committee drives the roadmap       |
| <input type="checkbox"/> Building Block teams improve performance    |
| <input type="checkbox"/> Service excellence workshops for all teams  |
| <input type="checkbox"/> Ongoing application for sustainable results |

| Outcomes   |
|--|
| <input checked="" type="checkbox"/> Connect and align service initiatives      |
| <input checked="" type="checkbox"/> Leading indicators to track progress       |
| <input checked="" type="checkbox"/> Continuous learning from best practices    |
| <input checked="" type="checkbox"/> Capability to continuously improve service |
| <input checked="" type="checkbox"/> Strong brand reputation and results        |

# Keynote Speeches and Presentations

**Keynote Speeches and Presentations** will educate and motivate every member of your service team. Each participant will be inspired to step UP to deliver new levels of internal and external service.



## Approach

- Study service issues and opportunities
- Interview key leaders and stakeholders
- Customize presentation for your audience
- Provide feedback and debrief with UP! recommendations

## Outcomes

- ✓ Employees energised and inspired
- ✓ Discover best practices from leading organizations
- ✓ Personal takeaways and action plans
- ✓ Superior service for colleagues and customers

# What are the benefits?

Our Clients enjoy measurable improvements in customer experience, employee engagement, and financial performance.

|   |   |   |    |   |
|--|--|---|---|--|
| <b>Strong Financial Performance</b>  | <b>Unique Brand Distinction</b>  | <b>Great Customer Experiences</b>   | <b>High Employee Engagement</b>   | <b>Healthy Company Culture</b>   |
| <ul style="list-style-type: none"> <li>• 272% increase in top-line revenue (LUX*)</li> <li>• 53% gross profit growth. 52% net profit growth (Xerox)</li> <li>• 10% increase in market share (Globe)</li> <li>• US\$8 million profit from \$30 million loss in 24 months (Air Mauritius)</li> </ul> | <ul style="list-style-type: none"> <li>• Best in Customer Experience industry awards (Globe)</li> <li>• CSAT scores from worst to best in 12 months (Singtel)</li> <li>• Top-10 ranking in TripAdvisor (LUX*)</li> <li>• Skytrax rating from 3-Star to 4-Star (Air Mauritius)</li> </ul> | <ul style="list-style-type: none"> <li>• 185% customer compliments increase (NTUC)</li> <li>• Complaints-to-Compliments Ratio from 1:1 to 1:12 (Air Mauritius)</li> <li>• 32% Net Promoter Score increase (AIA)</li> <li>• 25% Customer Effort Score improvement (AIA)</li> </ul> | <ul style="list-style-type: none"> <li>• 16% increase in 'opportunities to give my best every day' (NIIT)</li> <li>• Employer of Choice (FGB)</li> <li>• People Development Program of the Year (AIA)</li> <li>• 5% decrease in employee attrition (Air Mauritius)</li> </ul> | <ul style="list-style-type: none"> <li>• 2000+ new ideas to improve internal and external service (NIIT)</li> <li>• 150 service improvement projects to improve efficiency and CSAT. (FGB)</li> <li>• Customized service education in 8 regions across 304 branches for 10,000 participants (HBL)</li> </ul> |



## Why work with us?

UP is the global thought leader in building strong and sustainable cultures of service excellence.

UP is unique in its philosophy, experience, methods, and talent.

### 1. Thought Leadership

UP are experts in building cultures of service excellence throughout the world.

### 2. Proprietary Methodology

The UP methodology is customizable, scalable, and proven effective.

### 3. Business Results

UP clients achieve measurable improvements and financial gains.





## What clients say about UP

The UP! Your Service methodology has changed the way we serve our customers and made a difference across the Singtel Group. It has helped us create a new level of service that our customers appreciate and recommend.



**Yuen Kuan Moon**  
Chief Executive Officer  
Singtel Group

We are on an exciting journey towards building a superior service culture and UP! Your Service has been right by our side the whole way. UP! Your Service methodology is robust, engaging, and action oriented. It is allowing us to effectively translate customer perceptions and expectations across cultures, countries, disciplines, and businesses.



**Jeffrey Becksted**  
VP, Global Service Director  
Nokia Networks





## What clients say about UP

We chose UP! Your Service because of their ability to customize, the simplicity of the tools, the ability to lead ourselves, and the way they engaged with us. We are clear about the results we can expect from UP and are already seeing the benefits. There is a lot of positive feedback on the visibility and ownership of leaders in this program.



**Holden**  
*Let's go there*

**Peter Jamieson**  
Executive Director, Customer Experience  
General Motors – Holden, Australia

The UP! Your Service approach identified and addressed the problem we are trying to solve – getting over 10,000 employees to all move in the same direction. The biggest cultural change we seek is to see things from the client point of view and prioritise and take actions accordingly. UP! Your Service is really good at understanding our challenges and helping us define ways to address these by leveraging the methodology.



**BNP PARIBAS**  
SECURITIES SERVICES

**Mark Hillman**  
Head of Global Client Services  
BNP Paribas Securities Services



## What clients say about UP

With vast experience working with different companies spanning airlines, insurance majors, hospitals, banks, IT, hotels and many more, UP's expertise in the area of Service Culture enhancement is unparalleled. A partnership with UP! Your Service is definitely a valuable investment.



**Smita Modak**  
Group Training Manager  
LUX\* Resorts and Hotels

UP kicked off this change initiative by facilitating a leadership workshop where we articulated an engaging service vision - "New Ideas, More Value"; this has been the cornerstone of our change initiative. Most of our staff have been formally educated on concepts of "Uplifting Service", and it remains an ongoing process. We are very pleased with UP's effort and would recommend it as a thought leader to create a superior service culture.



**Arvind Thakur**  
CEO  
NIIT Technologies



## What clients say about UP

UP's approach is accessible, actionable, and leads to results that you can see. I found that using UP's approach allows us to think about service much more deeply and from the client's point of view in new and refreshing ways that allows service innovation to blossom throughout the team.



**John Krikorian**  
Vice President, Learning & Development  
Marsh Private Client Services

UP! Your Service offers a strategy on how to uplift the world around us. For mankind, it's transformational. For business, it's a clean and clear path to a sustainable competitive advantage."



**Thomas Moran**  
Director, Customer and Partner Experience  
Microsoft Corporation