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**Subject:** The end of customer service?  
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## RON KAUFMAN

SERVE • CARE • LOVE

Hello,

I've been teaching about the importance of customer service for decades now... since long before businesses fully realized how customer service impacts the bottom line.

So it's been gratifying in recent years to see so many business leaders acknowledge the importance of treating their customers well.

But providing good customer service is only the start.

**What we need now is *authentic customer care*.**

As the world gets more complex and more challenging, we all need to care more for one another. And that means genuinely caring about the future wellbeing of your customers, not just their current level of satisfaction. (That goes for your employees and the communities in which you operate, as well.)

I believe the business world is finally ready for this evolution.

Over the last two years, I've had numerous conversations with business leaders who are looking for ways their organizations can do more and do better. They now understand that uplifting service and *authentic care* are necessary to survive and thrive in the coming years.

So in that spirit... here are some resources for creating a culture of service and care in YOUR organization.

>> Listen to this podcast episode on [Careology and The Circle of Care](#) and discover how to take it all with authentic care.

>> Learn more about [Succeeding with Service in Turbulent Times](#).

>> Discover why [The Future of Service is Care](#) – and what that means for you and your organization.

>> Read my book, Uplifting Service and discover [why we're facing a service crisis](#) and what we can do about it.

>> Check out our Harvard-cited white paper and [learn the 4 proven rules for engineering a service transformation](#) in your organization.

>> [Evaluate your existing service culture](#) and discover how to improve by using our assessment tool.

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Enjoy these resources... and know that I have lots more ideas, insight, and training headed your way in the new year.

We are navigating this fast-changing world together... and the better we care for one another, the more successful each of us will be.

I'm happy to be in this together with YOU!

Ron Kaufman  
#ServeCareLove

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