

John Tschohl, called the “guru of customer service” by *Time* and *Entrepreneur* magazines, is a best selling author, service strategist and president of Service Quality Institute, the global leader in customer service.



He is the author of five best selling books:

- ***Achieving Excellence Through Customer Service***: the bible for organizations who want to learn how and why to implement a service strategy.
- ***Loyal for Life: How to take Unhappy Customers from Hell to Heaven in 60 Seconds or Less***.
- ***e-Service: Speed, Technology & Price Built Around Service***.
- ***Cashing In: Make More Money, Get A Promotion, Love Your Job***: will help you overcome adversity and reach your potential.
- ***The Customer Is Boss***: a hard hitting book that teaches you how to get and demand service.



For the last 28 years he has solely focused on helping organizations drive a service culture through his state of the art research and ability to emotionally communicate the power of the service strategy. As a service strategist he shows firms how to crush the competition, rapidly build market share and build a legendary brand. John has influenced millions of business executives worldwide. He will help you develop a detailed and aggressive strategy to keep your customers and prevent them from defecting to your competition.

Tschohl is dynamic, hard hitting, and inspirational. His experience and “guru” status provide the credibility critical to get management buy-in. He will create an emotional buy-in using measurable data that CEO’s respond to. His books are especially recognized and highly esteemed by senior executives as the most powerful must-reads in Customer Service. John’s message is based on common sense built around his 36 years in speaking, designing training programs, and developing a high performance workforce.

Featured on major television shows from Good Morning America, CNBC and PBS to USA Today’s cover story, newspapers, radio stations, and magazines from almost every corner of the world. John’s technology and books are in 11 languages, represented in over 40 countries, and 90 percent of Service Quality Institute’s business is international.