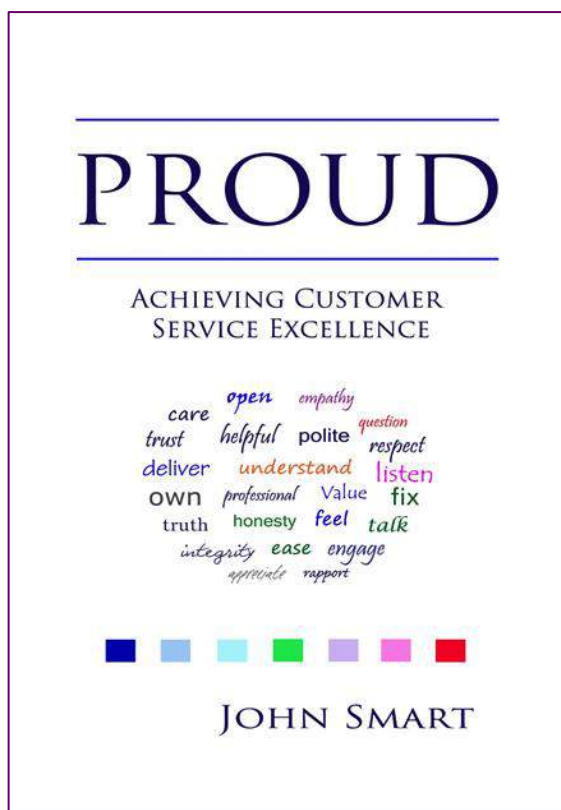




## PROUD: Achieving Customer Service Excellence

*'PROUD is to customer service, as SMART is to goal setting, and GROW is to coaching.'*



Proud is one of the most powerful and emotive words in the English language.

What if this powerful word could provide a simple, comprehensive framework to achieve excellent customer service, as well as embody the full essence of the word?

The PROUD model provides this and more.

It builds into a set of key principles in achieving excellent customer service. Through its simplicity and ease of use it can create a unified customer-focused culture within an organisation. It can be applied to any customer situation in any sector, discipline, or profession; it also crosses over easily from business to personal use, making it a fully flexible and adaptive model.

Once you understand the PROUD model and its principles you will appreciate its power to achieve a consistent, excellent customer service experience from start to finish.

***'Probably the only customer service acronym you will ever need.'***

### About the Author

John currently owns his own people, management and leadership development consultancy. He has worked internationally in senior management positions in consultancy, SMEs, and corporate FTSE 100 companies. These have included a diverse array of industries and sectors ranging from engineering, energy, and aerospace through to tourism. During his career he has designed, developed, and delivered numerous management, leadership, and soft-skills programmes in areas including customer focus, customer engagement, and customer service. This extensive grounding has provided him with the experience and knowledge to develop his PROUD model. John holds an MA in human resource development, is a fellow of two leading UK leadership and management institutes, and is a professional engineer. He is a qualified executive coach and leadership mentor, as well as a psychometric and occupational assessor.



'PROUD' is available now from [Amazon](#) and on [Kindle](#).

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If you would like a copy of 'PROUD: Achieving Customer Service Excellence' to read, review or feature, please contact [Kris Barnes](#) of [Authoramp](#).

John is also available for interview.