

## Ron Zemke



Ron Zemke's 1985 bestselling book ***Service America*** is widely credited with starting the American customer service revolution. The twenty plus books he's authored or co-authored since then, his regular newspaper and magazine columns, and his numerous radio and television appearances have made him one of the country's most sought after business speakers on managing customer relations and customer retention.

Ron's work covers every facet of the modern workplace from customer service to generational diversity to employee retention strategies. He travels the globe sharing ideas and strategies for building stronger relations with customers, partners, vendors and employees.

His consulting firm, Performance Research Associates, conducts organizational effectiveness and customer retention studies and creates customer retention strategies for a who's who of clients including GlaxoSmithKline, First Union Corporation, American Express Financial Advisors, Mayo Clinic, Anheuser Busch PriceWaterhouseCoopers, Prudential Insurance, , John Deere Corp, Wendy's International, Beverly Healthcare, Harley-Davidson, Giant Eagle Food Stores, Dun & Bradstreet, CUNA, Roche Diagnostic Systems, Oppenheimer Funds, Microsoft, Broadbase Software, General Reinsurance, Motorola, Deluxe Corporation, and Turner Broadcasting System.

Mr. Zemke is the author or co-author of 32 books. His latest effort, ***Service Magic: The Art of Customer Enchantment***, (with Dr. Chip Bell) was just released. Other titles include:

- ◆ ***Service America in the New Economy***
- ◆ ***The Knock Your Socks Off Service*** Series (7 book series)
- ◆ ***Generations @ Work: Managing the Clash of Veterans, Boomers, Xers and Nexters in Today's Workplace***. (named one of the best business books of 2000 by Soundview Executive Book Summaries and nominated for the Society of Human Resource Management book of the year.)
- ◆ ***The Service Edge: 101 Companies that Profit from Customer Care***

Ron is currently researching, writing and speaking on three topics: *Generational Conflict in the Workplace*, the role of *Trust in Customer and Employee Retention*, and the *Structure of Customer Delight*.