

John Tschohl

BIOGRAPHY



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HE IS THE AUTHOR OF SEVEN BEST SELLING BOOKS:

- **EMPOWERMENT: A WAY OF LIFE:** Learn how to make customers overhappy.
- **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.
- **MOVING UP:** Remove self-imposed limitations and learn how to become indispensable and extraordinary.

JOHN TSCHOHL, CALLED THE “GURU OF CUSTOMER SERVICE” BY USA TODAY, TIME AND ENTREPRENEUR MAGAZINES, IS A BEST SELLING AUTHOR, THE INTERNATIONALLY RECOGNIZED SERVICE STRATEGIST AND PRESIDENT OF SERVICE QUALITY INSTITUTE, THE GLOBAL LEADER IN CUSTOMER SERVICE.

For the last 34 years he has solely focused on helping organizations drive a service culture and create a customer experience through his technology built on practicality, simplicity and common sense. With his credibility and focus on empowerment and the power of the social media he has the ability to emotionally communicate the power of the service strategy from top executives to the total workforce.

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 44 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 45 countries, and 90 percent of Service Quality Institute’s business is international.