



## NOKIA NETWORK

*United and Thriving Under the Banner of Service*

Every day, a quarter of the world's population connects using Nokia Networks (NN) infrastructure and solutions. However, competition is fierce in the telecom market, and NN must do all that it can to maintain and grow its customer base.

To support this effort, NN turned to Ron Kaufman's *Uplifting Service* program to create a service culture that would distinguish NN from competitors. CEO Rajeev Suri explains, "Today, everyone has access to the same information, technology is outdated faster than ever before and competitors can replicate everything except our attitude, and our service-focused actions."

### SERVICE EXCEEDS EXPECTATIONS

Making *Uplifting Service* the anchor for their global Service Excellence program, NN sent 650 members of its Executive Board and Global Leadership Team to UP leadership workshops in 14 locations around the world, trained high-potential employees as Uplifting Service Leaders, and scaled curriculum to more than 20,000 team members in 12 languages—all in less than 24 months. Now, customer surveys are more proactive, loyalty scores are increasing, and service excellence is improving across the organization.

***"Now we see that, with a little bit of difference in our behavior, we can all deliver much better service, and that helps everyone."***

LEMNA PARVINI SANI  
Uplifting Service Leaders  
Nokia Networks

## NOKIA

### CLIENT

Nokia Networks, B.V.

### HEADQUARTERS

Espoo, Finland

### COMPANY PROFILE

A multinational data networking and telecommunications equipment company founded in 2007 as a joint venture of Nokia of Finland and Siemens of Germany

### CEO PROFILE

Prior to becoming CEO in 2009, Rajeev Suri was head of services at NSN, a division which now accounts for over 45% of the company's revenues.

### TEAM MEMBERS

70,000+ staff (including joinees from its \$1.2B Motorola acquisition)

### LOCATIONS

150+ countries