



Total Customer Service: The Ultimate Weapon: A Six Point Plan for Giving Your Company the

William H. Davidow

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Customer Service: The Competitive Weapon for the 1990s Demand for total customer service is rolling over business like a juggernaut. Companies that master service will triumph; those that ignore it will be swept into bankruptcy. *Total Customer Service* shows why understanding customer service is imperative, how to achieve it, what it costs, and provides a six-point plan for acquiring the decisive weapon in business wars. The Six-Point Plan for Gaining the Competitive Edge• Devise a service strategy• Get top managers to behave like customer service fanatics• Concentrate on motivating and training employees• Design products and services that make good customer service possible• Invest in service infrastructure• Monitor achievement of customer service goals

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