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principles to  
deliver the  
best service  
that ultimately  
leads to "no  
service":\*  
Eliminate  
dumb  
contacts\*  
Create

engaging self-  
service\* Be  
proactive\*  
Make it easy  
to contact  
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Own the  
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the company\*  
Listen and  
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great service  
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Costs (Wiley & Sons, March 2008). CustomerThink founder Bob Thompson chats with Price about how those principles play out in today's economy. Interview was conducted on April 10, 2008. The Best Service Is No Service | CustomerThink The Best Service Is No Service: How to Liberate Your Customers from Customer Service, Keep Them Happy, and Control Costs by Bill Price

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<u>Service Is No</u>	that ultimately	to contact
<u>Service”</u>	leads to no	your company
The Best	service:	Own the
Service Is No	Eliminate	actions across
Service	dumb	the company
outlines these	contacts	Deliver great
seven	Create	service
principles to	engaging self-	experiences ...
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