



The Best Service is No Service: How to Liberate Your Customers from Customer Service, Keep Them Happy, and Control Costs

Bill Price, David Jaffe

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In this groundbreaking book, Bill Price and David Jaffe offer a new, game-changing approach, showing how managers are taking the wrong path and are using the wrong metrics to measure customer service. Customer service, they assert, is only needed when a company does something wrong—eliminating the *need* for service is the best way to satisfy customers. To be successful, companies need to treat service as a data point of dysfunction and figure what they need to do to eliminate the demand. *The Best Service Is No Service* outlines these seven 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 your company
- Own the actions across the company
- Listen and act
- Deliver great service experiences



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