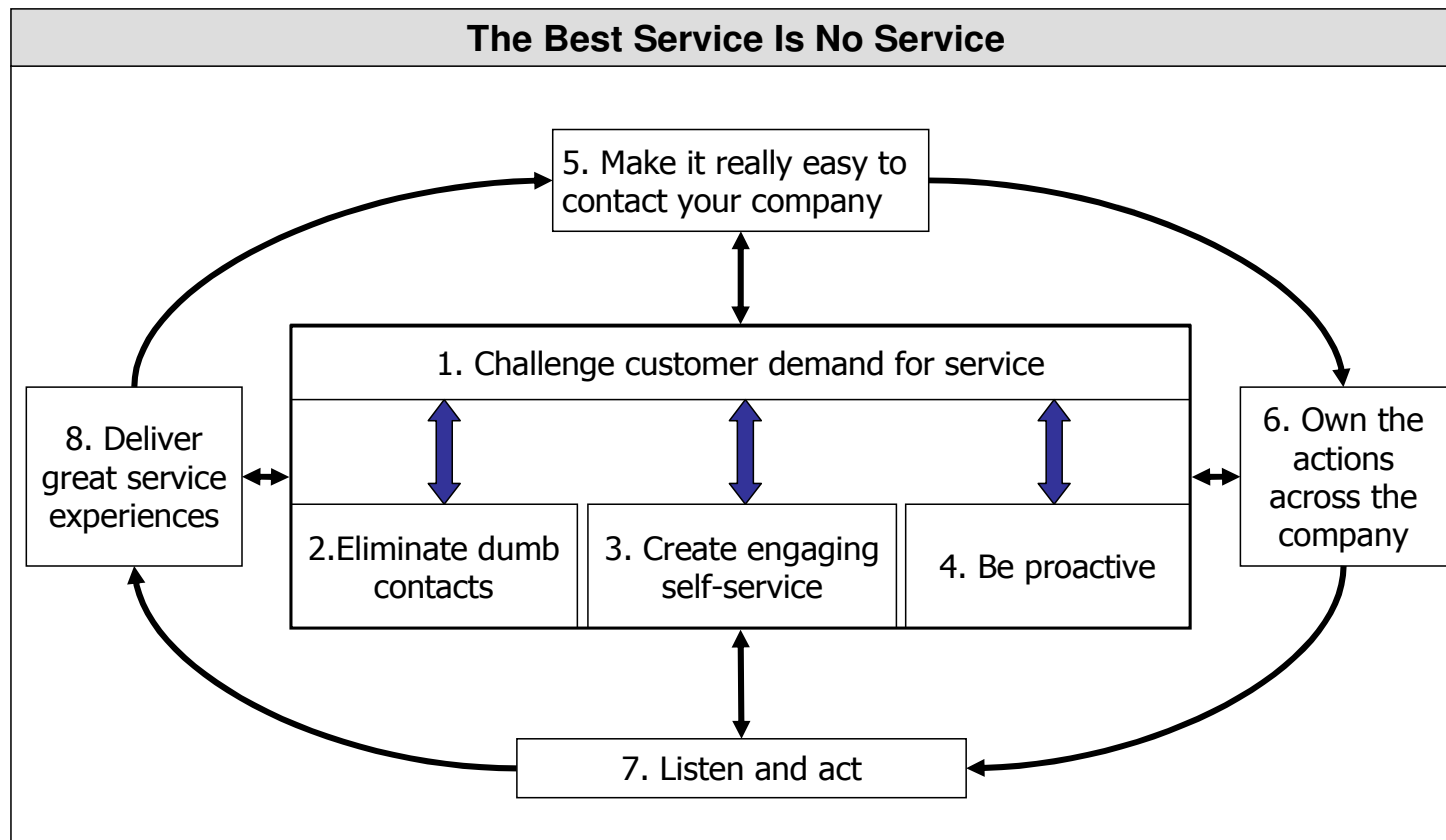


# *The Best Service is No Service*

*How to Liberate Your Customers from Customer Service, Keep Them Happy, and Control Costs* (Wiley & Sons; March 21, 2008)

---

Co-authors Bill Price + David Jaffe



## *Best Service:* scoring your company

2 of the 20 questions

---

4. How widely do you share CPX (contacts per X, where X equals customers, accounts, orders, transactions, and so on)?
  - a. We capture and know CPX, but do not share it inside the company.
  - b. We do not know CPX or have never measured it.
  - c. CPX is widely known across the company.
  - d. We share CPX within the company and discuss CPX trends with our investors and shareholders.
  
7. Our company
  - a. Tracks the extent to which customers are being successful in self-service channels and drives improvements from those data
  - b. Captures the take-up rates of our self-service channels
  - c. Asks customers periodically what they think of their self-service experience
  - d. Sees no benefit in self-service; for us, every interaction needs a human touch
  - e. Has self-service, but doesn't track its use in any detail