



# America's Service Meltdown: Restoring Service Excellence in the Age of the Customer

*Raul Pupo*

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What distinguishes *America's Service Meltdown: Restoring Service Excellence in the Age of the Customer* is its striking originality and applicability to businesses of nearly every type and size. Based on the author's extensive personal and professional experience, the book offers a straightforward, no nonsense model that clearly explains how to organize the modern enterprise for the delivery of service excellence.

Customer-oriented companies can operate more effectively, Raul Pupo argues, by focusing on the critical success factors of service: leadership that unequivocally believes they are in business to serve the customer; a business-planning process centered around the customer; an organizational ethic of service up and down the ranks; and an empowered, motivated, and competent frontline organization. Readers will discover what it takes to serve customers superbly, how excellent customer service profoundly improves profitability, and how to identify the biggest obstacles to good service. Most importantly, they will be rewarded with concrete instructions that will enable them to deliver topnotch customer service every step of the way.

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