



# Total Quality Service: Principles, Practices, and Implementation (St Lucie)

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Total Quality Service rises to the business challenge of the 90s. It explains in the most concise terms possible the principles of TQS. The research stands-most unhappy customers do not complain. Instead, they never again buy from businesses that just once left them unsatisfied.

What then is TQS? In the simplest terms, it is the true commitment to operationalizing the concept of customer focus, establishing service performance standards, measuring performance against benchmarks, recognizing and rewarding exemplary behavior, and maintaining enthusiasm for the customer at all times. Companies that do not provide quality service not only won't compete-they won't exist. Let Total Quality Service put you and your employees on the cutting edge of customer satisfaction.

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