



## **Zero Complaints The Path to Continuous Value Creation**

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Zero Complaints: The Path to Continuous Value Creation is the ONLY book that lays out the importance for organizations to ensure their customers do not have a need to complain and share their frustrations with other customers.

The book shows why customers complain and how these complaints create huge problems for organizations, including limiting their growth, increasing unnecessary costs, contributing to customer churn, and upsetting employees.

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**Chapter 3:** Are Complaints being Rectified?

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## About the Author

**Bill Price** forged his passion for delivering great customer experiences while serving as Amazon's 1st Worldwide VP of Customer Service beginning in early 1999. Before that, he honed the processes with McKinsey & Company, a bleeding-edge IVR service bureau, and MCI Telecommunications where he created its Call Center Services division.

**Gautam Mahajan**, President of Customer Value Foundation, is the global thought leader in Customer Value and Value Creation. He mentors the Value Creation Alliance, [CreatingValue.co](http://CreatingValue.co) and is Editor of the Journal of Creating Value, [jcv.sagepub.com](http://jcv.sagepub.com).

**Dr. Moshe Davidow** fell in love with complaint handling after reading a TARP report on the bottom-line benefits of consumer education. He set up Israel's first modern complaint department in 1980 and was able to show an ROI of 177%. Realizing how much about complaint handling was still unknown, he received his PhD.