

# Customer-Driven Strategy: Winning Through Operational Excellence By Thomas F. Wallace

By Thomas F. Wallace

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evaluate customer service and throughout its global operations. The Success Strategy: return has shone through in the form of customer satisfaction

<http://www.destinationcrm.com/Articles/Editorial/Magazine-Features/10-Strategies-for-Customer-Service-Success-43824.aspx>

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and operational decoupling points related to queues and buffers in the flow. Customer-driven strategy: Winning through operational excellence.

<http://www.tandfonline.com/doi/full/10.1080/21693277.2014.898219>

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<http://www.sciencedirect.com/science/article/pii/S092552739490006X>

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