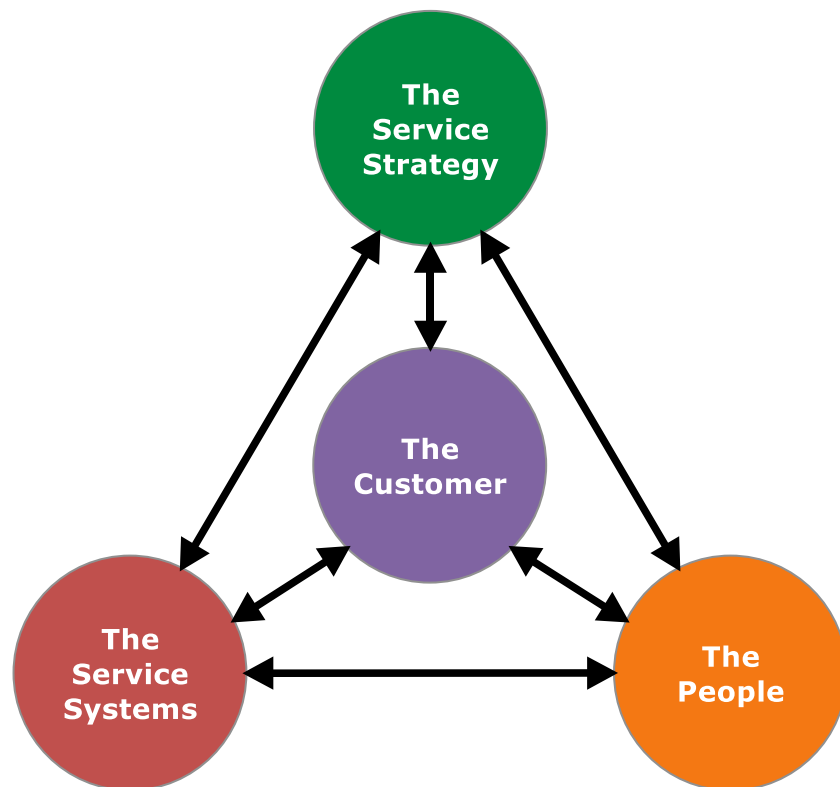


Tools for Knowledge Workers

The Service Triangle



In Chapter 3 of his best-selling 1990 book, *Service America; Doing Business in the New Economy*, Karl Albrecht and his co-author, the late Ron Zemke, presented the “Service Triangle” (shown above). They discuss three factors separating outstanding service organizations from mediocre ones: (1) A well-conceived strategy for service; (2) Customer-oriented frontline people; and (3) Customer-friendly systems. Albrecht has made available a free download of Chapter 3 from his book. Interested readers can download it at this [link](#). The link for Chapter 3 is the fourth link on the page.

