**[Wednesday August 1, Reading and Questions](https://myasucourses.asu.edu/webapps/assignment/uploadAssignment?content_id=_18761418_1&course_id=_380688_1&group_id=&mode=view) 11:00pm**

Attached Files:

* [ Want to Perfect Your Company’s Service\_\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*.pdf](https://myasucourses.asu.edu/bbcswebdav/pid-18761418-dt-content-rid-134072558_1/xid-134072558_1) (217.752 KB)
* [ The One Number You Need \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*.pdf](https://myasucourses.asu.edu/bbcswebdav/pid-18761418-dt-content-rid-134072559_1/xid-134072559_1) (461.686 KB)

THE ATTACHED IS IN EMAIL

Readings:

1. Want to perfect your company's service?   Use Behavioral Science (Harvard)
2. The number one number you need to grow (Harvard)

Reading questions:

1. Pick two ofthe techniques described by Chase & Dasu and apply them to a NEW service situation.  How might you improve a current consumer situation?
2. What is the number one number you need to grow?  How does leveraging this number change (or extend) the role of loyal customers?