



# Release the Hostages: Using Goldratt's Theory of Constraints for Customer Support Management

*Richard Klapholz, Alex Klarman*

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Is Customer Support More Than A Necessary Evil? For decades the Theory of Constraints has revolutionized the business world from Production on the shop floor to Engineering, Project Management and Marketing & Sales, the implementation of TOC has resulted in systemwide improvements that have increased profitability without significant investment. In this book, the sequel to The Cash Machine, we learn how Customer Support, considered both the long arm of R&D and the extended support arm of Sales, can benefit from the application of TOC by becoming a profitable entity that sells services based on the value that's provided to customers and systematically puts resources and infrastructure in place in order to deliver quality support while making more money now and in the future.

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