

# FOR IMMEDIATE RELEASE

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## ***Quality Club International***

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20 March 2002

### **New organization dedicated to the improvement of customer service**

If you are not satisfied with the service you have received recently in a local restaurant, store or hotel, this new organization may be of interest to you!

*Quality Club International's* - Kvalitātes Klubs - Latvija affiliate is dedicated to providing education, training, knowledge and techniques on how to improve the level of customer service in Latvian businesses.

If you have ever thought about what makes one business succeed and the next just be mediocre .... or fail altogether? – this organization may help with the answer and with the steps required to succeed!

Kvalitātes Klubs - Latvija has already published in Latvian language its first document that may be used by potential store and business owners and service providers. This document entitled "No kā sastāv recepte labi sniegtam klientu servisam, kura rezultāts ir "klientu sajūsma", is available for download or printing from the clubs website at <http://www.qualityclub.net/lv/delight/>

Founded by USA businessman and management consultant Michael Arthur Johnson (Maikls Arturs D'zonsons), now living in Riga Latvia. The concepts employed by Mr. Johnson in the new Quality Club organization will be based on the teachings of world famous Dr. W. Edwards Deming who was "*the man who taught the Japanese, America and many other countries about quality*". Various local individuals and organizations will be utilized in this effort.

Mr. Johnson, a student of Dr. Deming in the USA and Japan since 1979, has long been an outspoken advocate of the concept that providing a consistently high level of customer service called "Customer Delight" is not expensive and will keep customers coming back and back to your establishment.

Anyone wishing to participate in this effort should contact Latvian chapter of *The Quality Club International* Kvalitātes Klubs - Latvija by email at: [lv@qualityclub.net](mailto:lv@qualityclub.net)

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