



## ***What People Are Saying About Creating Do-It-Yourself Customers***

**A new book by Peter C. Honebein and  
Roy F. Cammarano**

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### **Ken Blanchard**

In their book, *Creating Do-It-Yourself Customers*, Peter Honebein and Roy Cammarano have presented a whole new dimension in customer service. As we move forward to become our best, and provide our best, this book is not to be missed. It is stimulating, exciting and enormously valuable! – *Ken Blanchard, co-author Raving Fans*

### **Mary Jo Bitner**

This book is a practical source of useful ideas for companies that want to unlock the tremendous potential value of their “do-it-yourself customers.” Today’s sophisticated and demanding customers are active co-producers who want full value from the products they choose. No longer can they be viewed as passive receivers. Through the Coproduction Experience Model and many real examples, the authors provide a clear roadmap for companies to begin participating in the coproduction revolution. – *Mary Jo Bitner, Ph.D., PETsMART Chair in Services Leadership, W. P. Carey School of Business, Arizona State University, and author of Services Marketing.*

### **Mike Webster**

As the leading provider of self-service technology to businesses worldwide, NCR is helping to shape this “self-everything” society with solutions that make it simpler to do everything from shop to travel to pay your bills. *Creating Do-It-Yourself Customers* validates the notion that self-service has become a must-have convenience for consumers everywhere, and an equally critical tool for the businesses committed to serving them. – *Mike Webster, Vice President and General Manager - Self Service, NCR Corporation.*

### **Steve Vargo**

When Bob Lusch and I introduced the “*Service-Dominant Logic of Marketing*,” an important part of our message was that value-creation is a participatory activity that requires the involvement of customers. This book is the first and best guide to date for companies who want to gain competitive advantage by co-creating value through the coproduction of experiences with customers. I encourage managers to read it for both for its strategic insights and its tactical guidance. – *Stephen L. Vargo, Ph.D., Associate Professor, University of Hawaii, Manoa, co-author of The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions.*

### **Carol C. Lou**

With our new, revolutionary nanotechnology products, our customers are both *codesigners* and *coproducers* of complex scientific assays. For us to be successful, we need to ensure our customers learn this new technology and use it effectively so they can make significant scientific discoveries. Pete and Roy’s book is full of worthwhile ideas that our company is using now to enable our customers to achieve their goals. If you are coming to market with a breakthrough product that will change the world, read this book! – *Carol C. Lou, President and COO, Quantum Dot Corporation – One of Fortune’s “Cool Companies” of 2004.*

### **Billy Payne**

What I like about this book is that the ideas are applicable to so many businesses. Whether you are running a bank, a brewery, a web service, or an Olympic-sized event, Pete and Roy provide the roadmap for how you enable customers to be much more than idle spectators in your business. Involve them as codesigners, cocreators, and coproducers, and you'll create the right experiences for them to perform magnificently for you. – *William "Billy" Payne, Director at Gleacher Partners and former President of the 1996 Centennial Olympic Games.*

### **Jesse Gregory**

While reading this book, I discovered several ways of adopting the coproduction concept into our cable services business. We now offer customers an optional, do-it-yourself, self-installation kit for digital services, a task that is typically performed by our technicians. We truly believe this coproduction experience will increase customer satisfaction and our revenues. – *Jesse Gregory, Director of Sales and Marketing, Charter Communications.*

### **Jeff Evans**

My do-it-yourself customers, from the blind man I guided to the tops of Everest, Denali, and El Capitan, to the Duchess of York who I guided rock climbing, cannot achieve their goals without a coproduction experience supporting them each step of the way. This book is an excellent tool for applying teamwork strategies and visionary thought in both the personal and business parts of our lives. In my reading, I have discovered many new methods of guiding my customers, working with teammates, and enhancing the experiential adventures I design. – *Jeff Evans, Climber, Adventurer, Experiential Guide.*

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