Is customer service your best marcom strategy?

Perhaps no other sales strategy is better than good customer service. Think about it, when you get good service, you develop a good impression, right?

I just had the pleasure of flying on Taca Airlines, a Central American airline. It was great. The flight crew were pleasant, helpful. They served a snack, free of charge. I got to my destination on time, on a clean, comfortable, new airplane. I made my reservations with an agent who was patient and who did not charge me for ticketing. Given my druthers, I would fly Taca again in a heartbeat.

I have never seen an ad for Taca, but had heard word-of-mouth how good their service is. It’s true. I am sold and all because of great customer service.

Your thoughts?