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Public service guarantees

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Curriculum Vitae

Jean Pierre Thomassen was born in Maastricht on May 11 1962. In 1987 he graduated from the Hotelschool The Hague and in 1991 from Erasmus University (business economics) with a Master's dissertation on the cost of non-quality of a Dutch bank. That same year he started as an independent management consultant on this subject that quickly changed into service quality management. He has held this occupation to this very day, with a focus on customer centeredness, service excellence, service guarantees and customer delight.

It was in 1994 that he first met Christopher Hart, an American Harvard University professor and author of the Harvard Business Review (1988) article 'Extraordinary Service Guarantees' that is seen within marketing and services management literature as the breakthrough of the concept. Christopher Hart presented the concept of service guarantees and it's potency during an in-company seminar at a Spanish bull ranch. From that moment cooperation with Christopher Hart started. In the period 1995-1996 he has published on the subject in e.g. Holland Management Review (Thomassen and Hart, 1995) and a book on service guarantees with Kluwer Bedrijfswetenschappen (Thomassen, 1996). Since 1994 he has supported a large number of Dutch public and private organisations with the development and implementation of their service guarantee.