



Dr. Moshe Davidow

Moshe has been involved in Customer Quality for more than 35 years. In 1989, he established and managed Israel's first customer service department, revolutionizing the field in Israel and showing an ROI of 177% for complaint handling.

Moshe is an adjunct lecturer of marketing and services management in the Technion (Haifa, Israel), as well as a faculty member at the Haifa Campus of ONO Academic Center. He is also an associate editor of the Journal of Creating Value.

Dr. Davidow is committed to improving the level of Service Quality, Customer Centricity, and Value Creation through articles, lectures, research, and consulting.

He received his Ph.D. from Texas A&M University in 1998.

Moshe Davidow is married with three children and three grandchildren. In his spare time, he has been involved in Customer Quality for more than 35 years. In 1989 he established and managed Israel's first customer service department, revolutionizing the field in Israel, and showing an ROI of 177% for complaint handling. Today, Moshe is acknowledged as a world expert in the field of complaint handling and complaint management as a strategic resource to the firm.

Moshe is an adjunct lecturer of marketing and services management in the faculty of Industrial Engineering and Management in the Technion, the Israeli Institute of Technology, teaching

courses in Social Ventures and CRM 3.0. He also teaches Marketing and Services at the Ono Academic Center in the Haifa, Israel campus.

He is currently an associate editor of the Journal of Creating Value, and an associate editor of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior.

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