

Who is the Customer?

The **Customer** is the most important person in any organization.

The **Customer** is not dependent on us – We are dependent on him.

The **Customer** is part of our organization – Not an outsider.

The **Customer** is not a cold statistic – He is a human being with feelings and emotions like ours.

The **Customer** does us a favor when she calls – We are not doing her a favor by serving.

The **Customer** is deserving of the most courteous and attentive treatment we can give.

The **Customer** is not someone to argue or match wits with.

The **Customer** is the lifeblood of this and every other organization.

The **Customer** is not an interruption of work – But rather the purpose of it.



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