



"How we think, is how we act, is how we are, and that determines the results we get."

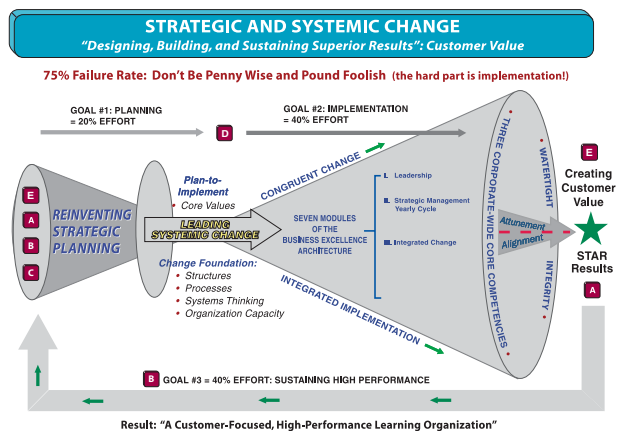
-Stephen Haines

KEY COMMANDMENTS OF CUSTOMER-FOCUSED ORGANIZATIONS

This is the Best Practices in Creating Customer Satisfaction and Quality.

Check which of these qualities of a customer-focused organization your organization has.

- ___ 1. We are "close to the customer" especially senior executives (i.e., see, touch, feel, meet and dialogue with them face-to-face on a regular basis out in the marketplace).
- ___ 2. Our executives include the customers in their decisions, focus groups, meetings, planning and deliberations.
- ___ 3. We know and anticipate the customers' needs, wants and desires continually, as they change.
- ___ 4. We surpass customer needs; the driving force of the entire organization.
- ___ 5. We statistically survey the customers' satisfaction with our products and services on a regular basis.
- ___ 6. We have a clear "positioning" in the marketplace vs. the competition in the eyes of the customer.
- ___ 7. We focus on Creating Customer Value i.e., "value-added" benefits to the customer through our Star ★ Results Model (Quality Products and Services, Individual Customer Choices, Responsiveness, Delivery and Speed, Customer Service vs. Total Cost of doing business).
- ___ 8. We set quality Customer Service Standards expectations that are specific and measurable to each department.
- ___ 9. Our Customer Service Standards are based on customer input and focus groups.
- ___ 10. We require everyone in the organization to experience "moments of truth" by meeting and serving the customer directly...at least one day every year.
- ___ 11. We focus and reengineer the business processes based on customer needs and perceptions...and do it across all functions.
- ___ 12. We focus the organization structure based on the marketplace i.e., structure the organization by customer markets (1 customer = 1 representative).
- ___ 13. We reward customer-focused behaviors (especially cross-functional teams that work together to serve the customer).
- ___ 14. We have a clear policy...and the heavy use of "Recovery Strategies" to surpass customer expectations.
- ___ 15. We hire and promote "customer friendly" people.



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