



**Poor service loses
money.**

**Basic service costs
money.**

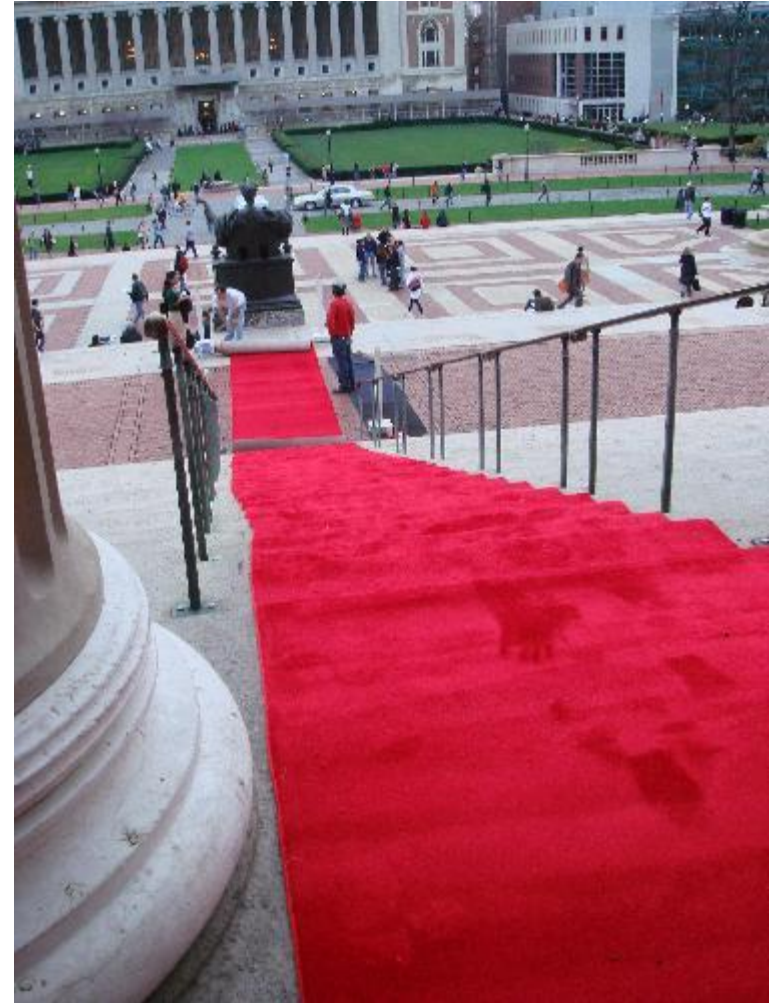
**Excellent service
MAKES money.**





**86% of customers
expect better
service than they
did 5 years ago.**

*(source: BT/Royal mail
1999)*





**The customer
is not an
interruption to
our work...
they are the
reason for it.**





**No-one ever
won an
argument with a
customer:
Win an
argument, lose
a customer.**





**Do as you
would be
done by**





**If you're not
serving the
customer, you'd
better be
serving
someone who is**

- Karl Albrecht





**If you let your
colleagues
down,
you let your
customers
down**





**Excellent
service is
whatever the
customer
thinks it is**





**Don't process
your
customers –
serve them**





**Problems will
happen from
time to time –
it's the way you
handle them
that counts.**





**Customers
aren't always
right...but they
aren't always
wrong either.**





**Put yourself in
the customer's
shoes...what
would YOU
want if you
were them?**



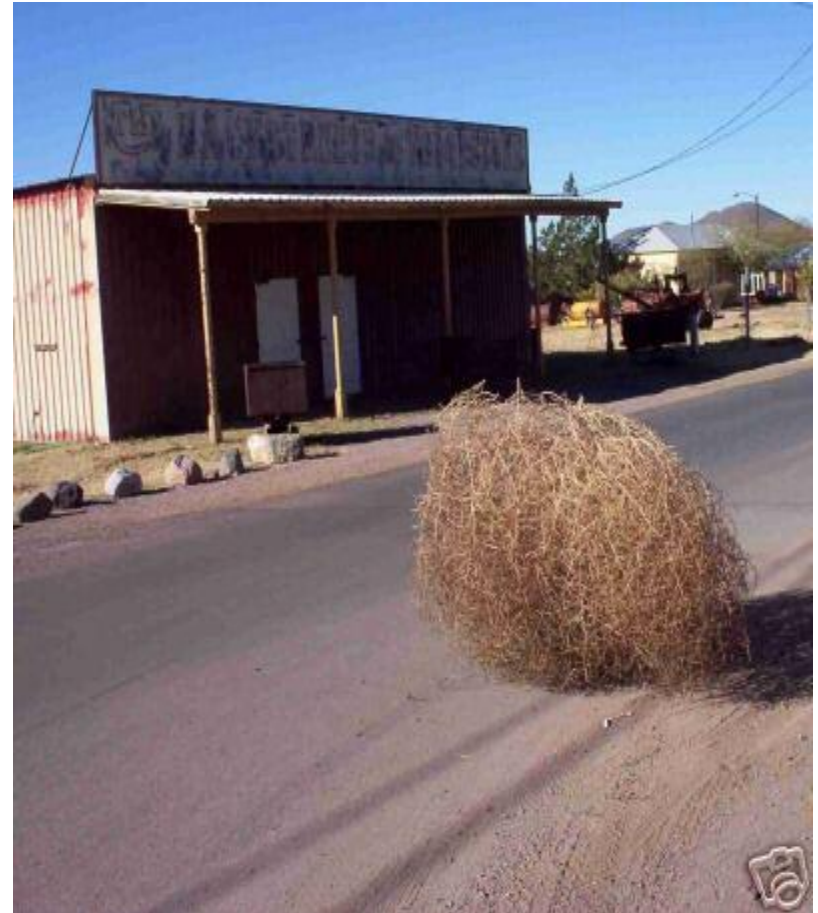


**Treat your
customers and
colleagues as
you would like
them to treat
you**





A customer is the most important person in business – without him or her there would be no business





**A customer is
not dependent
on us –
We are
dependent on
him or her**





**A customer is
not an
interruption to
our work; he or
she is the
purpose of it**





**It isn't your
customer's fault
if you are having
a bad day.
Don't take it out
on them!**

