

What Is Customer Focus?

- Understanding, measuring, delivering for customer needs and satisfaction.
- Anticipating changing needs.
- Working toward zero defects or problems.
- An organization-wide issue, for every level, every function, every role.

The customer-focused organization:

- Looks at all its activities and output from the point of view of the recipient.
- Aligns all its activities to maximize customer satisfaction.
- Applies the philosophy in practice, externally and internally.

A Customer-Focused Organization Needs:

- **Conviction** that it matters.
- **Facts** to base its effort on.
- **Systems and processes** to deliver the right outcome.
- **Action** to make it happen.

From Customer Service, Wendy Carter in association with Harbridge Consulting Group Ltd., The McGraw-Hill One-Day Workshop