

WHAT DOES THE CUSTOMER WANT?

Someone who is a delight to deal with.

Someone who has a friendly voice on the telephone.

Someone who understands customers.

Someone who gets the invoice facts right.

Someone who delivers on time.

Someone who does not pretend it's all right, when it's not.

Someone who warns of delays.

Someone who knows.

Someone who listens to a complaint and does something about it.

