



*This article is one of many available to download
from the Advanced Training website at www.a-t.co.uk
T: 01235 770791
F: 01235 766701
E: information@a-t.co.uk*

*The opinions expressed in this paper are those of the author,
who has given Advanced Training permission to make it
publicly and freely available.*

*In the spirit of that openness, we ask that any copy of this
document remains intact, including this page, so that its
provenance and distribution credits can be acknowledged.*

*You are free to use this material for any non-profit-making
purpose (subject to any restrictions otherwise noted) as long as
this header and any copyright & contact information are included.*

Top tips - customer care

- Make it a habit in your organisation to treat your customers as if they really matter. Treat each customer as if they are the only one - and then they never will be. Do not pre-judge customers, treat them all as equal
- Also apply this approach towards your internal customers to ensure an effective and healthy customer-supply chain.
- Questionnaires are just one way to measure our customers' levels of satiy

at those points of contact to improve that
customer's satisfaction?"