



At with the News

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THE CUSTOMER . . . OUR LIFEBLOOD

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I believe that "Customers and Quality First" is the key to business success in an increasingly competitive marketplace. It is a philosophy to be lived by every employee within an organization. This means that each employee needs to approach work with a customer focus and an emphasis on quality and continuous improvement. The philosophy is not an extension of the way we approach our work but becomes the only way we consider doing business - building the customer and quality into everything we do.

"Customers and Quality First" is the lifeblood of the successful organization of the future. It relies on employees' care and dedication in working with their customers and suppliers to define and redefine the needs of tomorrow while continually improving processes to meet the needs of today.

To be successful in the future, I believe organizations will need to move beyond customer service as we see it today, to customer satisfaction changing our work processes to support our customers wherever they may be. It is quality performance achieved by actively listening to the customer and designing products, services and systems to meet their ever changing needs.

I feel great strides have been made in service organizations in the 90's to put the customer first and to move toward continuous improvement by rethinking critical organizational processes and systems. To excel in the future, the continued challenge for organizations will be to create for the customer - a better way each and every day.



Cec Farnsworth