

PRIORITIZING THE CUSTOMER

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"SORRY, I CAN'T TAKE YOUR ORDER RIGHT NOW... I'M ON MY COFFEE BREAK."



"We really need to talk. How fast can you get to your email?"



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“Profit is the applause we get for servicing our customers”

“Our focus is to be the supplier of choice, the employer of choice and the investment of choice”

“There is never a compelling reason to change when things are good”... Complacency is our biggest fear.

A relentless focus on the Customer provide us with

OPPORTUNITIES



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“Making it easier for the customer to do business with us” – this opportunity, turned strategy, turned philosophy... resulted from a customer’s simple request to get his quotes faster. From this we developed our online system for quoting, placing orders, GPS tracking of orders and paying bills. Today, 80% of all estimates are done by the customer’s themselves.



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A culture of serving the customer

- ❖ Every employee must feel a bias towards action
- ❖ Every employee is empowered to make decisions on behalf of the customer
- ❖ Every employee is personally invested and responsible for the growth of the company
- ❖ We know we can't "think" our way to a better, more successful company, we have to act it... consistently



"I caught Barclay lip-synching when everyone else was saying yes."

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QR Codes

Came from a
customer
inquiry

