

## Bright IDEAS: The Customer Promise



Are the promises or offers you make to your customers meeting their expectations? When was the last time you asked? Customers appreciate it when organizations make a real effort to understand their true needs, and get excited when introduced to offerings they hadn't thought of themselves.

Category 3 of the Baldrige Criteria for Performance Excellence - Customer and Market Focus - addresses how your organization seeks to understand the voice of the customer and of the marketplace, with a focus on meeting customers' requirements, needs, and expectations. The results - delighting customers and building loyalty.

Relationships are an important part of an overall listening, learning, and performance excellence strategy. Customers want to feel that what they say really matters and will make a difference. Ask yourself:

- *How do you obtain and use customer and market knowledge?*
- *How do you build relationships and grow customer satisfaction and loyalty?*

Our [Product/Service Evaluator](#) can provide vital information for understanding your customers and the marketplace. For a full Product/Service Evaluation for your organization, [contact us](#) today!

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### Memorable Quote:

*"When we see problems as opportunities for growth, we tap a source of knowledge within ourselves which carries us through."*

*Marsha Sinetar  
Writer*