



## The Customer's Paradigm

Below is a quote from the book "Stewardship" by Peter Block. If this statement resonates with you, you are likely somewhere on the journey of customer stewardship. We can help.

*"Customers want a unique response. They want us to make an exception in response to the specifics of their requirements. Responsiveness runs deeper than a friendly voice, good listening skills, a positive attitude, a welcoming website. Customers want more control over their relationship with us. They want to choose who serves them; they want more influence over the terms of the sale; they want more choice in the way the product or service is delivered to them; they want one point of contact, even though their answer may require the cooperation of four different departments. Again, what system of governance is most likely to give the person at the point of contact with the customer the resources, knowledge, and mind-set to give the right response?"*

