

# *Creating a Customer-Centered Culture*

This chapter discusses the following topics:

- What is a customer-centered culture?
- Applying the culture to your customers
- Loyalty to employees
- Service quality promise
- Customer service expectations
- Process for resolving customer complaints

**If you don't take care of your customer, someone else will.**

**Anonymous**

## What is a Customer-Centered Culture?

Most companies publicly proclaim their dedication to providing great customer service. There are few companies, however, that achieve a consistently high customer service rating. A customer-focused culture is just as it sounds. At [company name], our franchisees create an atmosphere where the customer is always the focal point of the business.