



CUSTOMER CREED

A Customer is . . .



1. *A Customer is the most important person in our business.*
2. *A Customer is not an interruption of our work - they are the purpose of it.*
3. *We are not doing them a favour by serving them, they are doing us a favour by giving us the opportunity to do so.*
4. *A Customer is not dependent upon us - we are dependent upon them.*
5. *A Customer is a part of our business, not an outsider.*
6. *A customer is not a cold statistic. They are a human being with feelings like our own.*
7. *A Customer is a person who comes to us with their needs & wants. It is our job to fill them.*
8. *A Customer deserves the most courteous attention we can give them, they are the Life-blood of this and every business.*
9. *An Al Gervais Customer gets: A smile, courteous attention & helpful service.*
10. *A Customer pays our salary.*
11. *A Customer deserves a thank-you.*
12. *A Customer is the most important person in our company: They are the boss. They are our business.*