

CUSTOMER CREED

ORBIT COACH WORKS

The Customer is

the most important person in this firm, whether he comes in person, writes to us or calls us.

The Customer is

not dependant on us; we depend upon him for our living.

The Customer is

not an interruption of our business; he is the **purpose** of it. He is doing us a favour by giving us the opportunity to serve him.

The Customer is

not someone with whom to argue or match our wits; no-one ever won an argument with a customer.

The Customer is

a person who comes to us because he needs the service we sell; It is our job to provide him in a way that is profitable to him and ourselves.

The Customer is

not a cold statistic; he is a flesh and blood human being with emotions and prejudices like our own.

The Customer is

the most important person in our business; without him there would be no business.