

The image features a group of business professionals in silhouette, standing on a high-rise floor with large glass windows. The background shows a city skyline with various skyscrapers under a bright sky. The silhouettes are reflected on the floor. A yellow rectangular box is centered in the lower half of the image, containing the text 'Customer Care & Quality Control' in a bold, dark blue font.

Customer Care & Quality Control

View God/Jesus as your customer/owner.

“Whatever you do, do it with all your heart as working for the Lord, not for men. It is the Lord Christ you are serving.”

–Colossians 3:23

Establish covenants with your customers.

- What is a *covenant*?
 - Weinfeld asserts that covenant/“berith” (בְּרִית) is not simply an “agreement or settlement between two parties,” as is commonly suggested. Instead, the term “implies first and foremost the notion of ‘imposition,’ ‘liability,’ or ‘obligation.’”
 - He proposes that the term originated from the Akkadian term, “biritu,” meaning “clasp . . . fetter.”
- A 50-year guiding principle of Flow Automotive:
 - “A covenant with our customers to be a place that keeps its promises and is worthy of their trust. For example, ‘the fix it right the first time’ service guarantee ensures promises are kept.”

Set and manage customers' expectations.

- Establish clearly understood contracts, defining the scope.
- Over-communicate the delivery status of what the customer has paid for.
- Establish tiered pricing.

*“Do unto others **as you would have them do unto you.**”*

—Luke 6:31

Build on a foundation of integrity and trust.

*“But let your ‘Yes’ be ‘Yes,’ and your ‘No,’ ‘No.’
For whatever is more than these is from the evil
one.”*

—Matthew 5:37

- Let your “yes” be “yes”
- Underpromise and overdeliver
- Don’t overpromise and not properly compensate the person doing the work.
- Adjust your pricing.
- Be on time.

Build relationships with your customers.

*Nathanael: “**How do You know me?**”*

*Jesus: “Before Philip called you, when you were under the fig tree, **I saw you.**”*

—John 1:48

- Stay in touch with your customers.
- Maintain a customer database.

Delight your customers.

*“If anyone forces you to go one mile, **go with them two miles.**”*

—Matthew 5:41

Make it right if you've defrauded your customer.

*“And Zacchaeus stood and said to the Lord, ‘Behold, Lord, the half of my goods I give to the poor. And if I have defrauded anyone of anything, I restore it **fourfold**.’ And Jesus said to him, ‘Today salvation has come to this house, since he also is a son of Abraham. For the Son of Man came to seek and to save the lost.’”*

—Luke 19:8-9