

The Ten Values Of Excellence

Customers define a supplier as 'World Class' when they rate highly in these ten areas of satisfaction. World Class Suppliers enjoy the highest customer preference, loyalty, return & recommend rates, and success. Championing The Ten Values Of Excellence in your organization is called World Class Leadership.



Quality - Customers want it right the first time with zero mistakes, defects or inaccuracies, consistent with the best available anywhere.

Value - Customers want the price paid to be the best price available, to be historically appropriate and they want the product or service to remain a good value over the long term.

Timeliness - Customers want all interactions with the supplier to be on time, to take the minimum time but when needed, they want the supplier to take all the time necessary to achieve satisfaction.

Efficiency - Customers want to interact with processes that are as simple and linear as possible, and ideally with one interaction and a single point of contact.

Environment - Customers want the supplier's environment and plant to be aesthetically pleasing and well organized, physically and psychologically safe, warm and welcoming.

Connection - Customers want to be able to access the supplier easily and at their convenience, without barriers to accessing products, services, information or individual supplier representatives.

Self Management - Customers want the supplier to be well mannered, courteous and attentive, have an appearance consistent with the best in the industry and have an attitude of service.

Commitment - Customers want the supplier to demonstrate that they have their best interests in mind over the long term, to be honest and up front with all terms and conditions and to take responsibility when things go wrong.

Interdepartmental Teamwork - Customers want consistent quality interactions with all of the supplier's departments and personnel and expects these departments and personnel to cooperate well together to meet the customer's needs.

Innovation - Customers want the supplier to utilize best practice technology, processes and equipment and to demonstrate continuous improvement and optimization.