

# Jan Carlzon

## Quotes

*Responsibility, Inspirational, Educational, Mean, Organization, Inspire, Information, Important, Learning, Moments, Release, Form, Example, Satisfied Customers, Loyalty, Care, Customers, Quality, Alternatives, Lines*

If you're not serving the customer, your job is to be serving someone who is.

~Jan Carlzon

You cannot improve one thing by 1000% but you can improve 1000 little things by 1%.

~Jan Carlzon

The moral of the story: perceptions are everything. During each moment you are in contact with a customer, you are the organization.

~Jan Carlzon

An individual without information can't take responsibility. An individual with information can't help but take responsibility.

~Jan Carlzon

Any time a customer comes into contact with any aspect of a business, however remote, is an opportunity to form an impression.

~Jan Carlzon

If anything goes wrong, the customer doesn't care whose fault it is. He's the one who's going to suffer anyway.

~Jan Carlzon

A true leader is one who designs the cathedral and then shares the vision that inspires others to build it.

~Jan Carlzon

Quality doesn't mean we have to be 100 percent better in any one thing; it means we strive to be 1 percent better in 100 things.

~Jan Carlzon

Giving someone the freedom to take responsibility releases resources that would otherwise remain concealed.

~Jan Carlzon

Problems should be solved on the spot, as soon as they arise. No front-line employee should have to wait for a supervisor's permission

~Jan Carlzon

Setting a good example is truly the most effective means of communication - and setting a poor one is disastrous!

~Jan Carlzon

The only thing that counts is a satisfied customer.

~Jan Carlzon

We have 50,000 moments of truth every day.

~Jan Carlzon

I learned that, before you reach an objective, you must be ready with a new one, and you must start to communicate it to the organization. But it is not the goal itself that is important.

~Jan Carlzon

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