

# AmazingService Guy.com

Presents:

## The Best Customer Service Quotes

A collection of over 200  
of the best quotes about  
customer service.

Compiled by:

Kevin Stirtz  
[www.AmazingServiceGuy.com](http://www.AmazingServiceGuy.com)

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## Why a Quote Book on Customer Service?

Quotes are valuable. They are knowledge, and wisdom and insight. They offer us the opportunity to learn through others. And they are great tools to reinforce and reaffirm what we already understand. Sometimes hearing the words of a famous or successful person is enough to help us accept an idea and put it into action.

Since I like quotes and I use them often, I decided to create a resource that combines the power of quotes with a topic I am passionate about: customer service.

This free resource is available to you and anyone who is interested in improving customer service. It's a custom compilation of over 200 high quality customer service quotes from authors, celebrities, athletes, business executives, and other thinkers from around the world.

It is (I believe) the largest resource of its kind. I have selected these quotes because I think they offer a great deal of wisdom, insight and experience that we can all use.

## Who Might Find Value in this Resource?

Anyone who is interested in improving customer service should find value here. This includes employees who work with customers as of their job. It also includes team leads, supervisors, managers and higher level management people who are tasked with raising the level of service for their organization.

This resource is also good for professionals such as customer service speakers, trainers, authors and consultants.

Please feel free to use these quotes in your publications. And, you have my permission to copy, re-print and re-distribute this publication as often as you want.

## Other Resources to Improve Customer Service

If you're really serious about improving customer service in your organization, then you'll want more resources. So go to <http://AmazingServiceGuy.com> and you'll find plenty. From articles to books to resources like this.

Please feel to call (952-212-4681) or email me (use the contact form on my website) if you have any questions or comments or you'd just like to talk about customer service.

Thanks for reading!

Kevin Stirtz  
The Amazing Service Guy



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## The Best Customer Service Quotes

He profits most who serves best.

-Arthur F. Sheldon

In business you get what you want by giving other people what they want.

-Alice MacDougall

It is not fair to ask of others what you are not willing to do yourself.

-Eleanor Roosevelt

Mistakes are the portals of discovery.

-James Joyce

There are no traffic jams along the extra mile.

-Roger Staubach

A customer is the most important visitor on our premises. He is not dependent on us – we are dependent on him.

-Unknown

A man without a smiling face must not open a shop.

-Chinese Proverb



## The Best Customer Service Quotes

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A rose on time is more valuable than a \$1000 gift that's too late.

-Jim Rohn

A sales is not something you pursue, it is something that happens to you while you are immersed in serving your customer.

-Unknown

Alone we can do so little. Together we can do so much.

-Helen Keller

Although your customers won't love you if you give bad service your competitors will.

-Kate Zabriskie

Always be a first-rate version of yourself.

-Audrey Hepburn

Always do more than is required of you.

-George S. Patton

Always give your customer something.

-Kevin Stirtz

America is ripe for a service revolution.

-Harvey Mackay



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As far as customers are concerned you are the company. This is not a burden, but the core of your job. You hold in your hands the power to keep customers coming back – perhaps even to make or break the company.

-Unknown

Ask your customers to be part of the solution, and don't view them as part of the problem.

-Alan Weiss, Ph.D.

Be alert to give service. What counts a great deal in life is what we do for others.

-Anonymous

Be everywhere, do everything, and never fail to astonish the customer.

-Macy's Motto

Be the change you're trying to create.

-Mahatma Ghandi

Being on par in terms of price and quality only gets you into the game. Service wins the game.

-Tony Alessandra

Biggest question: Isn't it really 'customer helping' rather than customer service? And wouldn't you deliver better service if you thought of it that way?

-Jeffrey Gitomer



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Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers.

-Ross Perot

Care more than others think wise. Risk more than others think safe. Dream more than others think practical. Expect more than others think possible.

-Howard Schultz, CEO Starbucks Coffee

Choose to deliver amazing service to your customers. You'll stand out because they don't get it anywhere else.

-Kevin Stirtz

Coming together is a beginning. Keeping together is progress. Working together is success.

-Henry Ford

Communication is everyone's panacea for everything.

-Tom Peters

Consumers are statistics. Customers are people.

-Stanley Marcus

Customer complaints are the schoolbooks from which we learn.

-Unknown

Customer satisfaction is worthless. Customer loyalty is priceless.

-Jeffrey Gitomer



## The Best Customer Service Quotes

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Customer service is awareness of needs, problems, fears and aspirations.

-Unknown

Customer service is just a day in, day out ongoing, never ending, unremitting, persevering, compassionate, type of activity.

-Leon Gorman, CEO L.L.Bean

Customer service is training people how to serve clients in an outstanding fashion.

-Unknown

Customer service means projecting a positive image.

-Unknown

Customers don't expect you to be perfect. They do expect you to fix things when they go wrong.

-Donald Porter

Customers long to interact with - even relate to - employees who act like there is still a light on inside.

-Chip Bell

Customers perceive service in their own unique, idiosyncratic, emotional, irrational, end-of-the-day, and totally human terms. Perception is all there is!

-Tom Peters



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Customers today want the very most and the very best for the very least amount of money, and on the best terms. Only the individuals and companies that provide absolutely excellent products and services at absolutely excellent prices will survive.

-Brian Tracy

Customers who are merely satisfied remain your customers only as long as everything goes their way.

-Chip Bell

Customers will want to talk to you if they believe you can solve their problems.

-Jeffrey Gitomer

Do right. Do your best. Treat others as you want to be treated.

-Lou Holtz

Do what you do so well that they will want to see it again and bring their friends.

-Walt Disney

Do what you say you are going to do, when you say you are going to do it, in the way you said you were going to do it.

-Larry Winget

Don't try to tell the customer what he wants. If you want to be smart, be smart in the shower. Then get out, go to work and serve the customer!

-Gene Buckley



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Don't tell people how to do things. Tell them what to do and let them surprise you with their results.

-George S. Patton

Each Wal-Mart store should reflect the values of its customers and support the vision they hold for their community.

-Sam Walton

Every company's greatest assets are its customers, because without customers there is no company.

-Michael LeBoeuf

Every contact we have with a customer influences whether or not they'll come back. We have to be great every time or we'll lose them.

-Kevin Stirtz

Every great business is built on friendship.

-J.C. Penney

Excellence is not an accomplishment. It is a spirit, a never ending process.

-Lawrence M. Miller

Excellent firms don't believe in excellence - only in constant improvement and constant change.

-Tom Peters

Focus your business on what you do best. Let everyone else worry about the rest.

-Kevin Stirtz



## The Best Customer Service Quotes

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For us, our most important stakeholder is not our stockholders, it is our customers. We're in business to serve the needs and desires of our core customer base.

-John Mackey

Forget about the sales you hope to make and concentrate on the service you want to render.

-Harry Bullis

Friendly makes sales - and friendly generates repeat business.

-Jeffrey Gitomer

Get your customers involved in your business. Make them your partners and they'll never leave you.

-Kevin Stirtz

Give the public everything you can give them, keep the place as clean as you can keep it, keep it friendly.

-Walt Disney

Give trust and you'll get it double in return.

-Kees Kamies

Give what you have to somebody, it may be better than you think.

-Henry Wadsworth Longfellow

Good leaders are like good coaches, they give their team the tools they need and ask for as well as the encouragement, and compliments to stay in the game.

-Gary Hudson



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Good leaders must first become good servants.

-Robert Greenleaf

Here is a simple but powerful rule: always give people more than what they expect to get.

-Nelson Boswell

I don't know what your destiny will be, but one thing I know: the ones among you who will be really happy are those who have sought and found how to serve.

-Albert Schweitzer

I don't do business with those who don't make a profit because they can't give the best service.

-Richard Bach

I don't think companies will ever be really done with being as focused on their customers as they could be.

-Adam Klaber

I think it's very important that whatever you're trying to make or sell, or teach has to be basically good. A bad product and you know what? You won't be here in ten years.

-Martha Stewart

If Franz Kafka were alive today he'd be writing about customer service.

-Jonathan Alter

If I pick up the phone, I accept the responsibility to ensure the caller is satisfied, no matter what the issue is.

-Michael Ramundo



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If the shopper feels like it was poor service, then it was poor service. we are in the customer perception business.

-Mark Perrault

If we do not lay out ourselves in the service of mankind whom should we serve?

-John Adams

If we don't take care of our customers someone else will.

-Unknown

If you can't feed a hundred people, then feed just one.

-Mother Teresa

If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.

-Jeff Bezos

If you don't care, your customer never will.

-Marlene Blaszczyk

If you don't genuinely like your customers, chances are they won't buy.

-Tom Watson

If you get everybody in the company involved in customer service, not only are they 'feeling the customer' but they're also getting a feeling for what's not working.

-Penny Handscomb



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If you have a good relationship with your customer, the business process flows that much more smoothly.

-Richard Pratt

If you help enough people get what they want, you will get what you want.

-Zig Ziglar

If you make customers unhappy in the real world, they might each tell six friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.

-Jeff Bezos

If you want to lift yourself up, lift up someone else.

-Booker T. Washington

If you want to live a long life, focus on making contributions.

-Han Selye

If you wish to be a leader you will be frustrated, for very few people wish to be led. If you aim to be a servant you will never be frustrated.

-Frank F. Warren

If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours.

-Ray Kroc

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

-Jan Carlzon



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In our way of working, we attach a great deal of importance to humility and honesty; With respect for human values, we promise to serve our customers with integrity.

-Azim Premji

In the world of Internet Customer Service, it's important to remember your competitor is only one mouse click away.

-Doug Warner

It helps a ton when you learn people's names and don't butcher them when trying to pronounce them.

-Jerry Yang

It is in this moment you have the power to be the solution!

-Ileana Kane

It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages.

-Henry Ford

It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.

-Charles Darwin

It is when we forget ourselves that we do things which will be remembered.

-Anonymous



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It starts with respect. If you respect the customer as a human being and truly honor their right to be treated fairly and honestly everything else is much easier.

-Doug Smith

Know what your customers want most and what your company does best. Focus on where those two meet.

-Kevin Stirtz

Leadership is action not position.

-Charles H. McGannon

Learn to say thank you every time.

-Jill Griffin

Let me pass, I have to follow them, I am their leader.

-Alexandra Ledru-Rollin

Life is change. Growth is optional. Choose wisely.

-Karen Kasier Clark

Listening is about trust and respect and involvement and information sharing more than it is about ears.

-Beverly Briggs

Loyal customers, they don't just come back, they don't simply recommend you, they insist that their friends do business with you.

-Chip Bell



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Make a customer, not a sale.

-Katherine Barchetti

Make it easy for your customers to talk to you.

-Kevin Stirtz

Make your product easier to buy than your competition, or you will find your customers buying from them, not you.

-Mark Cuban

Memorable customer service can only take place in a human-to-human situation.

-Jeffrey Gitomer

Men are rich only as they give. He who gives great service gets great rewards.

-Elbert Hubbard

Merely satisfying customers will not be enough to earn their loyalty. Instead, they must experience exceptional service worthy of their repeat business and referral. Understand the factors that drive this customer revolution.

-Rick Tate

More business is lost every year through neglect than through any other.

-Jim Cathart



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My dad has always taught me these words: care and share. That's why we put on clinics. The only thing I can do is try to give back. If it works, it works.

-Tiger Woods

Never leave your customers wondering.

-Kevin Stirtz

Never underestimate the power of the irate customer.

-Joel Ross

No enterprise can exist for itself alone. It ministers to some great need, it performs some great service, not for itself, but for others; or failing therein, it ceases to be profitable and ceases to exist.

-Calvin Coolidge

Nobody can prevent you from choosing to be exceptional.

-Mark Sanborn

Nothing is ever lost by courtesy. It is the cheapest of pleasures, costs nothing, and conveys much. It pleases him who gives and receives and thus, like mercy, is twice blessed.

-Erastus Wiman

Nothing is so contagious as enthusiasm.

-Samuel Taylor Coleridge

One customer well taken care of could be more valuable than \$10,000 worth of advertising.

-Jim Rohn



## The Best Customer Service Quotes

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One learns people through the heart, not the eyes or the intellect.

-Mark Twain

One of the deep secrets of life is that all that is really worth doing is what we do for others.

-Lewis Carol

Only a life lived in the service to others is worth living.

-Albert Einstein

Our business is about technology, yes. But it's also about operations and customer relationships.

-Michael Dell

Our customers should take joy in our products and services.

-W. Edwards Deming

Our greatest asset is the customer! Treat each customer as if they are the only one!

-Laurice Leitao

Our mission statement about treating people with respect and dignity is not just words but a creed we live by every day. You can't expect your employees to exceed the expectations of your customers if you don't exceed the employees' expectations of manage

-Howard Schultz, CEO Starbucks Coffee

Patience is the greatest of all virtues.

-Cato the Elder



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People don't want to communicate with an organization or a computer. They want to talk to a real live responsive responsible person who will listen and help them get satisfaction.

-Theo Michelson

People don't care how much you know, but they know how much you care by the way you listen.

-Bob Conklin

People expect good service but few are willing to give it.

-Robert Gately

People perform best and deliver the best customer service when they like what they do.

-Unkown

Politeness goes far, yet costs nothing.

-Samuel Smile

Positive attitude is the foundation of your life - and the determining factor of your ability to serve.

-Jeffrey Gitomer

Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them.

-W. Edwards Deming

Providing great customer service is the most natural activity in the world. It's fun to help others because it feels good.

-Kevin Stirtz



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Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.

-Peter Drucker

Quality is remembered long after the price is forgotten.

-Gucci Family Slogan

Reach for the stars and you might, at least, grab the moon.

-Jack Scharff

Remember, the deepest principle of human nature is the craving to be appreciated.

-William James

Repeat business or behavior can be bribed. Loyalty has to be earned.

-Janet Robinson

Revolve your world around the customer and more customers will revolve around you.

-Heather Williams

Service is the rent we pay for being. It is the very purpose of life, and not something you do in your spare time.

-Marian Wright Edelman

Spend a lot of time talking to customers face to face. You'd be amazed how many companies don't listen to their customers.

-Ross Perot



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Statistics suggest that when customers complain, business owners and managers ought to get excited about it. The complaining customer represents a huge opportunity for more business.

-Zig Ziglar

Successful people are always looking for opportunities to help others. Unsuccessful people are always asking, "What's in it for me?"

-Brian Tracy

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.

-Peter Drucker

The best ideas in the world will accomplish nothing if you leave them on paper. Talk about them. Debate, discuss, argue. Put them into action. Then you can change the world.

-Kevin Stirtz

The best listener is the one who really cares about the other person.

-Kevin Stirtz

The best way to find yourself is to lose yourself in the service of others.

-Mahatma Ghandi

The biggest reason that positive endings don't happen is because employees are trained on policies and rules rather than principles.

-Jeffrey Gitomer



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The customer experience is the next competitive battleground.

-Jerry Gregoire

The customer is king.

-Unknown

The customer is why you go to work. If they go away, you do, too.

-David Haverford

The customer perceives service in his or her own terms.

-Arch McGill

The customer's perception is your reality.

-Kate Zabriskie

The easiest and most powerful way to increase customer loyalty is really very simple. Make your customers happy. Just keep `em smiling. Do that every day and your business will be fine.

-Kevin Stirtz

The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant.

-Max DePree

The first step to success in any business is to ask your customers what they want.

-Kevin Stirtz



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The goal as a company is to have customer service that is not just the best but legendary.

-Sam Walton

The high destiny of the individual is to serve rather than to rule.

-Albert Einstein

The interesting thing is when we design and architect a server, we don't design it for Windows or Linux, we design it for both. We don't really care, as long as we're selling the one the customer wants.

-Michael Dell

The longer you wait, the harder it is to produce outstanding customer service.

-William H. Davidow

The magic formula that successful businesses have discovered is to treat customers like guests and employees like people.

-Tom Peters

The man who will use his skill and constructive imagination to see how much he can give for a dollar, instead of how little he can give for a dollar, is bound to succeed.

-Henry Ford

The more you engage with customers the clearer things become and the easier it is to determine what you should be doing.

-John Russell, President, Harley Davidson



## The Best Customer Service Quotes

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The most important adage and the only adage is, the customer comes first, whatever the business, the customer comes first.

-Kerry Stokes

The only thing you will take through those pearly gates is what you have given away.

-Marcia Moore

The price of greatness is responsibility.

-Winston Churchill

The purpose of a business is to create a mutually beneficial relationship between itself and those that it serves. When it does that well, it will be around tomorrow to do it some more.

-John Woods

The purpose of business is to create and keep a customer.

-Peter Drucker

The quality of our work depends on the quality of our people.

-Unknown

The road to daily happiness is not hard to find, it's what we do for others that brings us peace of mind.

-Anonymous

The secret to success in business, and in life, is to serve others. Put others first in all you do.

-Kevin Stirtz



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The secret to success is to treat all customers as if your world revolves around them.

-Unknown

The secret to successful customer service starts with YES!

-Jeffrey Gitomer

The true leader serves. Serves people. Serves their best interests, and in doing so will not always be popular, may not always impress. But because true leaders are motivated by loving concern rather than a desire for personal glory, they are willing to pay the price.

-Eugene B. Habecker

The true meaning of life is to plant trees, under whose shade you do not expect to sit.

-Nelson Henderson

The two most powerful things in existence: a kind word and a thoughtful gesture.

-Ken Langone

The writer who does the most gives his reader the most knowledge and takes from him the least time.

-Charle Caleb Colton

There are only two ways to get a new customer: 1. solicit a new customer any way you can. 2. Take good care of your present customers, so they don't become someone else's new customers.

-Ed Zeitz



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There is only one boss. The customer. And he can fire everybody in the company from the chairman on down simply by spending his money somewhere else.

-Sam Walton

There's a place in this world for any business that takes care of its customers after the sale.

-Harvey Mackay

This may seem simple, but you need to give customers what they want, not what you think they want. And, if you do this, people will keep coming back.

-John Ilhan

To begin with, that use of automation on the phone lines is a bad move. Call centers are designed to get 'em on the line, get 'em off the line. But what companies forget is that customers know when they're being treated badly. And when you're not treated

-Ann Humphries

To give oneself is the only way of becoming oneself.

-Earl Nightengale

To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity.

-Donald A. Adams

To keep a customer demands as much skill as to win one.

-American Proverb



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To my customer. I may not have the answer, but I'll find it. I may not have the time, but I'll make it.

-Unknown

Treat every customer as if they sign your paycheck...because they do.

-Unknown

Treat your customer, as you want to be treated as a customer.

-Catherien Pulsifer

Undertake not what you cannot perform but be careful to keep your promise.

-George Washington

Unless you have 100% customer satisfaction...you must improve.

-Horst Schulz

Washrooms will always tell if your company cares about its customers.

-Unknown

Watch your thoughts, for they become words, Choose your words, for they become actions. Understand your actions, for they become habits. Study your habits, for they will become your character. Develop your character, for it becomes your destiny.

-Oliver Wendell Holmes

We are what we repeatedly do. Excellence then, is not a single act, but a habit.

-Aristotle



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We cannot become what we need to be by remaining what we are.

-Max Dupree

We don't want to push our ideas on to customers, we simply want to make what they want.

-Laura Ashley

We make a living by what we get, we make a life by what we give.

-Sir Winston Churchill

We must become the change we want to see.

-Mahatma Gandhi

We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.

-Jeff Bezos

We shall serve for the joy of serving, prosperity shall flow to us and through us in unending streams of plenty.

-Charlie Fillmore

Well done is better than well said.

-Benjamin Franklin

What do we live for if not to make life less difficult for each other?

-George Eliot



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Whatever your business is, talk to your customers and provide them with what they want. It makes sense.

-Robert Bowman

When you eat fruit think of the person who planted the tree.

-Vietnamese Saying

When you serve the customer better, there's always a return on your investment.

-Kara Parlin

When you start viewing your customers as interruptions, you're going to have problems.

-Kate Zabriskie

Why wait to be memorable?

-Anthony Robbins

Without great employees you can never have great customer service.

-Richard F. Gerson

Would you do business with you?

-Linda Silverman Goldzimer

You are serving a customer, not a life sentence. Learn how to enjoy your work.

-Laurie McIntosh



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You cannot always control circumstances, but you can control your own thoughts.

-Charles Popplestown

You don't earn loyalty in a day. You earn loyalty day-by-day.

-Jeffrey Gitomer

You have to perform at a consistently higher level than others. That's the mark of a true professional. Professionalism has nothing to do with getting paid for your services.

-Joe Paterno

You'll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can't be copied.

-Jerry Fritz

Your earning ability today is largely dependent upon your knowledge, skill and your ability to combine that knowledge and skill in such a way that you contribute value for which customers are going to pay.

-Brian Tracy

Your most unhappy customers are your greatest source of learning.

-Bill Gates

Your needs will be met once you can find a way of projecting energy and fulfilling someone else's need.

-Stuart Wilde



This list of The Best Customer Service Quotes was compiled by Kevin Stirtz. For more customer service resources and a free copy of the Amazing Service Toolkit go to: <http://amazingserviceguy.com/services/the-amazing-customer-service-toolkit>

### Does Your Organization Hire Speakers for Conferences, Meetings and Other Events?

If your organization is serious about improving customer service you should consider having Kevin Stirtz, “The Amazing Service Guy” speak to your group. Kevin is an engaging speaker who will inform and motivate your people. He has spoken to audiences across the USA and in Europe and the Caribbean.

Here are some comments from people who have seen Kevin speak:

“My #1 goal was met & exceeded. Great advice. Can’t wait to try it in the real world.”

“Very informative session. Learned a lot. Enjoyed the interactive nature. Kevin is a great communicator.”

“Kevin does a good job getting people involved. He makes the topic relevant and fun. I hope he comes back”

“Kevin was a wonderful seminar leader! Personable, organized, easy to follow and great sense of humor.”

“Hats off to Kevin for motivating our group!”

“Helped me a lot on how to deliver better customer service.”

“Great delivery. It was fun and interesting and went by so fast. I can’t believe it’s already time to go. I am leaving today with new tools to add to my toolbox.”

For more information please contact:

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