



# UNTANGLING

Problem Solving for Student Businesses

## They are not aliens.

How do you label those members of our university community who purchase your products? **Clients? Guests? Customers?** However you see them, they are people, like you and me.

We are dependent on our customers, because their continued return guarantees the sustainability of our business.

Customers are an opportunity for courteous and friendly exchanges.

When a customer asks for help, it is not an interruption but an opportunity to interact and do what we do best: serve our customer.

Customers favor us when they come to see us. We should not act as if waiting on them is a favor.

Our customers are shareholders in our business, not outsiders. Suggestions from them mean they care.

Customers are not just dollar bills or YCMP swipes that represent revenue. They are human beings with feelings, just like us.

Customers are people who come to us with their needs and preferences. It is our job to respond to them.

Customers deserve the most courteous attention we can give them. They make it possible for each of us to receive a paycheck.

Without our customers, we would have to close the doors of our student businesses.



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