

Baldrige Glossary HD: Customer

(Blue words below link to definitions, detailed descriptions, examples, core values, [Baldrige Best Practices](#), [Baldrige Application Response Templates](#), or examples)




Customer

The term “*customer*” refers to actual and potential users of your organization’s products or services. *Customers* include the end users of your products, programs, or services, as well as others who might be the immediate purchasers of your products, programs, or services. These others might include distributors, agents, or organizations that further [process](#) your product as a component of their product. The [Criteria](#) address *customers* broadly, referencing current *customers*, future *customers*, as well as *customers* of your competitors.





[Customer-driven excellence](#) is a [Baldrige Core Value](#) embedded in the beliefs and behaviors of [high-performance](#) organizations. *Customer* focus impacts and should [integrate](#) an organization’s [strategic directions](#), its [value creation processes](#), and its business [results](#).

See the definition of “[stakeholders](#)” for the relationship between *customers* and others who might be affected by your products, programs, or services.

Go to related **Baldrige Best Practices** (click to access):

-  [Customer Relationship Management](#)
-  [Customer Satisfaction Determination](#)
-  [Customer Segmentation and Knowledge Determination](#)

Go to related **Baldrige Application Information Capture and Response Templates** (click to access):

-  [Customer and Market Segments and Requirements](#)
-  [Customer Listening and Learning Approaches](#)
-  [Customer Access Approaches](#)
-  [Customer Follow Up Methods](#)
-  [Customer Contact Service Standards](#)
-  [Competitive Environment](#)

The term “*customer*” appears in the [Baldrige Criteria](#) in the following locations:

Organizational Profile P.0: Environment, Relationships, and Challenges

Item P.1: Organizational Description

Area P.1a: Organizational Environment

Area P.1b: Organizational Relationships

Item P.2: Organizational Challenges

Area P.2b: Strategic Challenges

Category 1: Leadership

Item 1.1: Senior Leadership

Area 1.1a: Vision and Values

Area 1.1b: Communication and Organizational Performance

Item 1.2: Governance and Social Responsibilities

Area 1.2b: Legal and Ethical Behavior

Category 2: Strategic Planning

Item 2.1: Strategy Development

Area 2.1a: Strategy Development Process

Area 2.1b: Strategic Objectives

Item 2.2: Strategy Deployment

Area 2.2a: Action Plan Development and Deployment

Category 3: Customer & Market Knowledge

Item 3.1: Customer and Market Knowledge

Area 3.1a: Customer and Market Knowledge

Item 3.2: Customer Relationships and Satisfaction

Area 3.2a: Customer Relationship Building

Area 3.2b: Customer Satisfaction Determination

Category 4: Measurement, Analysis, and Knowledge Management

Item 4.1: Measurement, Analysis, Review of Organizational Performance

Area 4.1b: Performance Analysis and Review

Item 4.2: Information and Knowledge Management

Area 4.2a: Data and Information Availability

Area 4.2b: Organizational Knowledge Management

Area 4.2c: Data, Information, and Knowledge Quality

Category 5: Human Resource Focus

Item 5.1: Work Systems

Area 5.1a: Organization and Management of Work

Area 5.1b: Employee Performance Management System

Area 5.1c: Hiring and Career Progression

Item 5.3: Employee Well-Being, Satisfaction

Area 5.3b: Employee Support and Satisfaction

Category 6: Process Management

Item 6.1: Value Creation Processes

Area 6.1a: Value Creation Processes

Item 6.2: Support Processes, Operational Planning

Area 6.2a: Support Processes

Category 7: Results

Item 7.1: Product and Service Outcomes

Item 7.2: Customer-Focused Outcomes

Item 7.3: Financial and Market Outcomes

Item 7.5: Organizational Effectiveness Outcomes

Note: Words highlighted in **yellow** are newly added for 2006.

Special Offers

- 1) **EasyApp Application Development Software** ([demo](#)) --- if you are finishing your application or just starting, **EasyApp 2006** is precisely what you need
- 2) **Excellence Enabler Software** ([visit link](#)) -- designed for organizations that are looking beyond assessment to achieving unsurpassed levels of excellence
- 3) **2007 Baldrige Criteira** ([order free now](#)); **2006 Baldrige Actionable Criteria** ([download free copy](#)) --- more than 1,000 downloads per day attests to its value
- 4) **Baldrige Application Response Templates** ([download free files](#)) -- write a more valid and more totally integrated application using 50+ proven templates.

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