



# Summary: Customer Culture - Michael Basch: Why You Should Put Customers First

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**Complete summary of Michael Basch's book: "Customer Culture: How FedEx and Other Great Companies Put the Customer First Every Day".**

This summary of the ideas from Michael Basch's book "Customer Culture" shows how building a business that focuses exclusively on what the customer wants requires the right systems to be put in place so that the company consistently acts to achieve that goal. In his book, the author explains that the behavior of employees is an extension of the company's prevailing culture and beliefs, and this needs to be tackled first in order to serve customers well. By reading this summary, you will understand what makes up customer culture and the six elements needed to make sure you deliver an outstanding customer experience.

## **Added-value of this summary:**

- Save time
- Understand key principles
- Improve the customer focus of your company

**To learn more, read "Customer Culture" and find out what you need to start doing today to make your customers the main focus of your business.**

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