

## Baldrige Glossary **HD**: Customer

### Customer

The term “*customer*” refers to actual and potential users of your organization’s products, programs, or services. **Customers** include the end users of your products, programs, or services, as well as others who might be their immediate purchasers or users. 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 and future **customers**, as well as the **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 work **systems** and work **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.

Note: **Blue** words above are hyperlinks to other **GLOSSARY HD** terms and their definitions.

I am pleased to offer the **GLOSSARY HD** as a no charge service to Baldrige Criteria users worldwide - [Paul Steel](#)

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