

## *ON IMPROVING THE SPIRIT OF SERVICE AMONG SERVICE WORKERS*

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Talk to the Senior Officials of the Central Committee of the  
Workers' Party of Korea  
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Improving the spirit of service among service workers is an important matter in implementing our Party's policy on making a revolution in service. The service revolution is an undertaking to provide the people with richer, more civilized and comfortable living conditions. In order to provide these living conditions for the people, the service workers, who are directly in charge of this revolution, must have the spirit of devoted service to the people and through this spirit improve their service.

The spirit of devoted service is a basic trait of service workers. In our country, service workers are the people's servants. So a person who lacks the spirit of devoted service is not qualified for the duty.

However, some of the shop assistants, waiters and other service workers lack the spirit of devoted service. An official who visited a certain restaurant in Pyongyang City several days ago said the waiters lacked the service spirit. Similar cases are also in evidence among the service workers of other restaurants and shops. It is said that some shop assistants do not even answer the questions of customers politely, and, worse still, they do irrelevant business, instead of selling goods at the counter.

Some service workers behave arrogantly or take credit upon themselves for the sale of state commodities. That is seriously wrong. In our country, goods are made to better the lives of the people, and not to increase the pride of the service workers. A long time ago we clarified that socialist commerce is supply work for the people. This means that socialist commerce truly serves the people. Commercial workers are bound in duty to supply the people equitably with goods in conformity with the intrinsic requirement of socialist commerce. For them to deal with goods at random is a wrong act violating the state law and order.

The basic reason for the absence of the spirit of devoted service among service workers is that they lack the standpoint that they are the true servants of the people. Some officials attribute the cause of their poor service to the shortage of goods. This is a wrong way of thinking. Exemplary commercial workers now organize workteams with housewives and work hard to supply people with as many goods as possible by producing them on their own. These workers are the faithful servants of the people. In our society those who make strenuous efforts to improve the people's standard of living are the true servants of the people and patriots. A commercial worker who sits with folded arms only hoping for the state to supply goods cannot be called a faithful servant or service worker of the people.

Service workers must improve their service with an attitude that they are the true servants of the people.

They must always be kind and polite towards their customers. The spirit of devoted service finds direct expression in their words and acts in dealing with their customers. The great leader has instructed that shop assistants should answer the customers with a smile, even if they are asked a hundred questions. Commercial workers should give their customers smiling answers even if they are asked a hundred or even a thousand questions. Service workers should be kinder and more polite than anyone else. They should always be friendly and warm towards their customers.

Service workers must highly display the spirit of devoted service and work hard to meet the people's demands.

I once said that kindness and propriety towards customers are not the only qualities of devoted service. The spirit of devoted service should be expressed essentially in working hard to satisfy the demands of the people. For example, a shop assistant should strive to meet the customers' demands as much as possible, and a waiter in a restaurant should try hard to serve food that is to the tastes of the customers. The same is true of other service workers. The question of devoted service is not merely a question of whether goods are made available to the customers or not; it concerns the service worker's sincerity and work attitude.

Providing a hygienic environment and comfortable conditions for the customers is an important aspect of devoted service. Most of the shops, restaurants and other service facilities in Pyongyang have been constructed in a modern way, but they still leave much to be desired. The service sector must arrange modern shop equipment and furniture and make the service network hygienic so that it caters to modern aesthetic tastes. The arrangement of goods should also be convenient for the customers and more aesthetically pleasing.

Service workers should improve their hygiene and serve the customers in a more hygienic way. Especially, restaurants should provide hygienic service. As restaurants serve food, they must pay special attention to improving their hygienic conditions.

Mobile services and various service activities should be undertaken, advanced methods of service introduced, and service hours reasonably arranged in consideration of the people's working hours so as to offer maximum convenience to the people in their everyday life. This is the way to make service work under socialism work for the people.

An important way to improve service is to step up the education of the service workers.

Their poor service is mainly due to the neglect of their education. In a capitalist society, shop assistants and restaurant waiters work not for the society and people but for money, as slaves of money. Their 'service' is 'service' for the sake of keeping their jobs and can never be true service. But service in a socialist society is fundamentally different. Under our socialist system, money cannot solve the problem of service. In our country, where everyone is free

from the worries of employment, food, clothing and housing, a little pay rise for shop assistants and restaurant waiters will not have any effect on improving their service. In our society the problem can only be solved through the work of education.

In education to improve service, stress should be laid on encouraging their loyalty to the Party and devoted service to the people. We can say that the struggle to improve their service is the struggle to encourage their loyalty to the Party and cultivate their spirit to serve the people faithfully. The spirit of service is expressed in receiving and treating customers and their efforts to satisfy the customers' demands. Therefore it can only be fully displayed when it is based on the spirit of devotion to the people. We must intensify the education of the service workers so that they acquire loyalty to the Party and highly display the spirit of devoted service to the people. Their education should be given in various forms and ways to suit specific conditions. Service workers do not work collectively, but work individually, and in dealing with valuable goods and property of the state, offer direct service to the customers. Therefore, their education should be carried out in various forms and ways in keeping with these characteristics.

All the officials must educate the service workers. Some officials think that only Party organizations and Party officials should conduct ideological education among the service workers and neglect this work. This is wrong. Officials in charge of administrative and economic affairs as well as Party officials should carry out ideological education among them. Especially, the senior officials in charge of the service sector must educate the workers effectively, so that they acquire the qualities of servants of the people.

Party organizations and the senior officials of the service sector and all other officials should energetically conduct the education to improve the services offered by their workers so that they always treat their customers kindly and politely and fulfil their honourable duties as servants of the people.

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*Korean Friendship Association (K.F.A)*

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