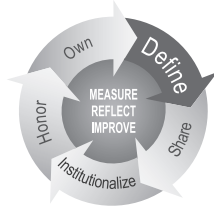


## Define Core Values

<b>#1 Outstanding Customer Service</b>	
<p><b>We DO demonstrate this value when we:</b></p> <ul style="list-style-type: none"> <li>• Offer to carry customers' items to their cars</li> <li>• Take care of a customer concern or problem promptly</li> <li>• Call the customer by their name</li> <li>• Deliver when promised</li> <li>• Thank them for their business</li> <li>• Keep our reception area clean and pretty</li> <li>• Smile and greet customer immediately</li> <li>• Wear name tags</li> <li>• Let customers in to pick up an item even if we've already closed</li> <li>• Make small talk while serving customer</li> <li>• Find a way to meet special customer needs</li> <li>• Thank loyal customers with gifts</li> <li>• Give customer courtesy call when items are ready or if we will miss delivery time</li> <li>• Repair item if possible without being asked</li> <li>• Recognize 1<sup>st</sup> time customers</li> <li>• Contact customer when there is a problem rather than let them find out on their own</li> </ul>	<p><b>We DON'T demonstrate this value when we:</b></p> <ul style="list-style-type: none"> <li>• Fail to have our customers' items ready when we tell them they will be ready.</li> <li>• Don't communicate with a customer on specific cleaning technique that's needed on an item.</li> <li>• Give customers the wrong items</li> <li>• Don't bill customers properly</li> <li>• Make a customer wait to be served</li> <li>• Deliver items late</li> <li>• Have bad attitude while waiting on customers</li> <li>• Don't acknowledge the customer when we are on the phone when they walk in.</li> <li>• Fail to do special requests a customer asked for</li> <li>• Don't keep front lobby clean</li> <li>• Don't have orders done on time</li> <li>• Have incomplete orders</li> </ul>



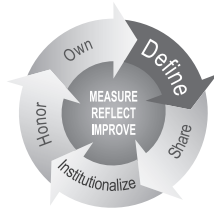
## Define Core Values

<b>#2 Quality</b>	
<p><b>We DO demonstrate this value when we:</b></p> <ul style="list-style-type: none"> <li>• Take care of an issue when our competitors cannot.</li> <li>• Follow the instructions that the customer has asked of us</li> <li>• Consistently deliver as promised</li> <li>• Let customer know when a request can't be met</li> <li>• Have well-trained employees</li> <li>• Replace all broken and missing pieces</li> <li>• Have good packaging</li> <li>• Offer to no charge when we were unable to deliver what was requested</li> <li>• Read special instruction tags</li> <li>• Look for damage and spots</li> <li>• Communicate to a customer that they are in need of a small repair and offer to get it done</li> <li>• Hold inspection at high standard</li> <li>• Double check orders</li> <li>• Constantly train and retrain staff</li> </ul>	<p><b>We DON'T demonstrate this value when we:</b></p> <ul style="list-style-type: none"> <li>• Overlook things in our inspection</li> <li>• Slide items through because we are rushed</li> <li>• Lose a customer's item</li> <li>• Pass thru items that may not meet our standards</li> <li>• Don't do our very best to remove spots</li> <li>• Damage items</li> <li>• Don't pay attention to customer's preference</li> <li>• Don't maintain machines regularly</li> <li>• Have dim lighting which makes it more difficult to inspect</li> <li>• Don't have confidence in items we send out</li> </ul>



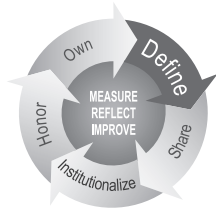
## Define Core Values

<b>#3 Courtesy</b>	
<p><b>We DO demonstrate this value when we:</b></p> <ul style="list-style-type: none"> <li>• Ask what we can do to help</li> <li>• Stop whatever it is that we are doing to listen to other team members when they are having issues or problems</li> <li>• Communicate with each other and our employees</li> <li>• Get a customer order ready in a time that is faster than normal.</li> <li>• Let customers who we know and have trust in pay later if for some reason they can't pay at time of pick-up</li> <li>• Show respect to everyone</li> <li>• Help with another task after finishing your own</li> <li>• Complete what was asked of you or what you said you would do</li> <li>• Call and let someone know if you are going to be late</li> <li>• Communicate upcoming events and changes</li> <li>• Keep everyone in the loop</li> <li>• Say "thank you"</li> </ul>	<p><b>We DON'T demonstrate this value when we:</b></p> <ul style="list-style-type: none"> <li>• Yell and scream at each other</li> <li>• Come to work late</li> <li>• See that one of our team members is in need of help and we just stay focused on our own job</li> <li>• Don't respond to a problem promptly</li> <li>• Miscommunicate to a customer about the cost of an item</li> <li>• Disregard other peoples' priorities</li> <li>• Don't communicate with everyone</li> <li>• Are talking and not working</li> <li>• Do not address a customer with a smile</li> <li>• When we don't call the customer by name</li> <li>• Don't ask questions and just assume</li> <li>• Don't respect other's property, situations or personal life</li> <li>• Don't include everyone in decision making when needed</li> <li>• Use foul language</li> <li>• Use derogatory words</li> </ul>



## Define Core Values

<b>#4 Fun/Happy/Levity</b>	
<b>We DO demonstrate this value when we:</b>	<b>We DON'T demonstrate this value when we:</b>
<ul style="list-style-type: none"> <li>• Ask everyone how they are, how was your weekend</li> <li>• Keeping a smile on your face even when you have a hectic or challenging day</li> <li>• Get into our happy character before we start to work</li> <li>• Join the morning calisthenics</li> <li>• Make Piña Coladas for everyone on Cinco de Mayo after work is finished</li> <li>• Pass out candy to customers</li> <li>• Recognize birthdays</li> <li>• Give away prizes to our top customers</li> <li>• Smile and laugh</li> <li>• Have the radio on</li> <li>• Tell an appropriate joke to a customer</li> <li>• Take time out to hear a funny story or joke a customer tells us</li> <li>• Pat each other on the back and say “good job”</li> <li>• Invite each other to participate in activities after work</li> <li>• Have a hurricane or “electricity’s out” party</li> <li>• Have contests or drawings</li> <li>• Try to inspire or motivate someone</li> </ul>	<ul style="list-style-type: none"> <li>• Are bitching and whining because someone is having a bad day.</li> <li>• Bark at employees to get to work</li> <li>• Argue with each other</li> <li>• Harass employees about talking and being too social</li> <li>• Fight with each other</li> <li>• Act grumpy</li> <li>• Yell and bicker at one another</li> <li>• Walking around with negative attitudes</li> <li>• Call in sick for no reason and make everyone else have to double time it</li> <li>• Work in an uncomfortable environment</li> <li>• Don’t make levity a core value</li> </ul>



## Define Core Values

<b>#5 Efficiency</b>	
<p><b>We DO demonstrate this value when we:</b></p> <ul style="list-style-type: none"> <li>• Figure out different ways to use fewer chemicals and solvents</li> <li>• Conserve gas</li> <li>• Keep piece counts and counsel people when their production numbers are not good</li> <li>• Order supplies when needed not stockpile them.</li> <li>• Watch where/what is being spent</li> <li>• Clean filters</li> <li>• Check all machines and their maintenance schedules</li> <li>• Keep on top of all employee hours</li> <li>• Make good decisions on purchases and assure we're not being over-billed</li> <li>• Reduce rework</li> <li>• Turn the boiler off and on use less gas</li> <li>• Have good accounts receivable</li> <li>• Conduct inventory to make sure there is no theft</li> <li>• Weekly aged inventory calls</li> <li>• Schedule employees properly</li> </ul>	<p><b>We DON'T demonstrate this value when we:</b></p> <ul style="list-style-type: none"> <li>• Have no regard for what payroll is and what payroll should be</li> <li>• Don't combine loads</li> <li>• Don't monitor piece counts</li> <li>• Know that we are not in compliance with government regulations, yet we continue to operate without getting into compliance or even taking the steps to get into compliance.</li> <li>• Don't complete timely maintenance on our equipment or oil changes on our vehicles.</li> <li>• Schedule too many employees for the work to be done</li> <li>• Keep substandard employees</li> <li>• Don't monitor spending</li> <li>• Outsource work that can be done by us</li> </ul>