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# The Finishing Touch

**Goals**  
**+Purpose**  
**+Value**  
**+Endurance**  
**+Culture**  
**=Profitability**  
**(Bottom Line)**

## Customer Service

Since 1957, Kent Companies has been a customer focused company. We have to be. Our Customers, along with our people, are the keys to our success. Because Customers are so important to Kent Companies and it's stake holders, our leadership team has been working to develop a Customer Service Pledge that is easy to understand and to live by.

This was a challenging task for a lot of reasons. One reason is that everyone thinks a little bit differently about Customer Service. Another reason is that quite often it is our people in the field have the biggest impact on our Customer relationships on a day to day basis. How do we get all of Kent's 350 stakeholders on the same page and serve our Customers in the same way?

Our goal now is to roll Kent's Customer Service Pledge out to the entire company. This means to get it out to everyone in the field as well as our teammates in other offices and Kent-Anderson in Texas. It may seem like a simple task, but not so. To communicate it is one thing. To get everyone to buy into our commitment is something entirely different.

We know that we are all creatures of habit. It has been proven, that the more we are taught something, the more we believe it to be true. Because of this, and the importance of Customer Service, we will always be discussing our Customer Service Pledge in the future. We ask you all to read it, get to know it, and wrap your arms around it. These are not just words on paper for each of us to be able to recite. It is something we all need to live by.

Taking care of the Customer means: Repeat business, Being the contractor of choice, Last look, A continued paycheck.

Our Customer Service Pledge will help us to strive during slow times and thrive when the construction market is booming. Our Customers truly are our key to success.

## **Kent Companies' Customer Service Pledge:**

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- 1 We will bring a positive attitude to the jobsite everyday.
- 2 We will make sure we understand the customers' needs and expectations, and we will make them our priority.
- 3 We will be optimistic, yet realistic.
- 4 We will be our customer's problem solver and partner.
- 5 When we are wrong, we will make it right.
- 6 We know our customer is our paycheck, and we will treat them like it...

**The bottom line....it starts with me!**