



## Customer Satisfaction/Values Policy

Wednesday, March 29, 2000

As I work this spring to get this Corporation off the ground with a sound business plan and good logic I stop to reflect on my past experiences with my previous employers and competition to determine how we can serve our customers and my fellow associates better in every aspect of business.

There is no doubt in my mind that we can serve the customers better and make a point to NEVER take a customer or an employee for granted. We are superior in our customer service because:

- ⇒ Faster response
- ⇒ Knowledgeable caring staff
- ⇒ Better follow-up/service care
- ⇒ More economical services
- ⇒ Best products manufactured in the world

The best strategies, the most initiative management or unlimited advertising budget will not guarantee success if CUSTOMERS are not the primary focus. A strategic plan will focus our organizations energies toward the ultimate result of success-CUSTOMER SATISFACTION.

I believe that producing customer satisfaction also requires an empowered team of people who base their decisions on value led objectives. A living set of values that guide our decisions and behaviors toward one another. These values are:

- ⇒ Respect for Individuals
- ⇒ Dedication to Helping Customers
- ⇒ Highest Standards of Integrity
- ⇒ Innovation
- ⇒ Teamwork

These values are the driving force behind our greatest resource-our only sustainable, competitive advantage-our people.

When we create an environment that people are excited to come to and where all of us can demonstrate our best talent, customer satisfaction will naturally follow.

When our organization has the strength of shared vision, common goals and a passion to satisfy customers the success of the organization is assured.

Rodney Isbell  
President  
Hydraulic & Automated Systems, Inc.