

Cornerstones to the Cutter & Buck Service Culture

August 2010



What has changed?



- Changes in the Industry
- Changes in the Company
- Changes in our Performance

Statistics then and now...

- Calls Answered then 74% now...97.5%
- Accuracy then was 98.8% last month...99.8%
- Average CS Tenure was 9 months, now it's more than 4.5 years!
- Site visits to Cbcorporate.com were 4000 per month, now over 8500 per month

“Build your empire on the firm foundation of fundamentals.”

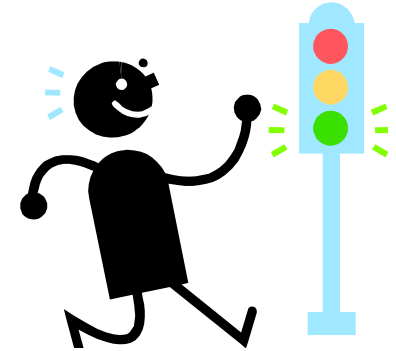
- Lou Holtz



What is the Current Environment?

- Who are our customers?
- How have they been affected by the economic changes?
- How has C&B been affected?
- What do our customer expect from us?

Where are we going?



- Reinforce what we do well
- Ask ourselves, what else do our customers want right now?
- Focus on the less tangible characteristics

Cornerstones of C&B Customer Service:

- **Customer Focus**
- **Friendly & Courteous Communication**
- **Accountability & Ownership**
- **Expertise & Experience**



The Roadmap: How we're going to get there...

- **Training**
- **Process Review**
- **Feedback**
- **Recognition**

Why is this important to you?

- What are the benefits of delivering great customer service for YOU?
- What are the benefits for our CUSTOMERS?
- What are the benefits to the COMPANY?



Next steps...

- Take pride in what we've achieved
- Be open to new ideas
- Challenge current practices
- Be part of the solution
- Be ready and willing to take the next step



Customer Service Goals:

Then:

1. Answer the Phone
2. Key the orders accurately
3. Ship orders

**MISSION
ACCOMPLISHED!**

Now

1. Become the easiest business partner to work with.
2. Become the go-to resource for our customers.
3. Build valuable relationships

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Recognize / Reward

- Give quick feedback
- Send a Thank You note
- Rotating trophy

Implementation

- Create “Champions” - (Supervisors, Leads, Key Individuals) to endorse key values
- Invite the President or Senior Management to help launch the program
- Dedicate time and resources for this initiative
- Quickly identify individuals who are demonstrating “cornerstones” or “key values”

Recognition / Rewards

- Frame conversations with your values
- Send personal thank you notes to home
- Peer recognition of “cornerstone” behavior
- Give spot recognition
 - Traveling trophy
 - Time off certificates
 - “Free Parking”
 - Extended lunch break