



June 30, 2009

Watco Team:

We talk a lot about the importance of Customer Service and how we are all Customer Service representatives for our company. Today I want to share a personal experience that is the perfect example of just how important Customer Service is to not only us, but more importantly, those we serve.

Last week I bought a SIRIUS Satellite Radio. The first thing I had to do to begin the process of enjoying the benefits of the satellite radio was call Customer Service for installation instructions. I called the number and was instructed by an automated voice to wait for the next available representative. I waited about 10 minutes and decided to hang up. Three more phone calls with the automated voice and at least 10 minutes hold time each call; my satellite radio is still not activated. I never even reached a live person in those four attempts to activate the radio.

Compare this experience with Southwest Airlines. Some people dislike Southwest because the airline doesn't have the frills or bells and whistles other airlines offer. This is one way they keep costs down; however, they absolutely do not cut any corners when it comes to Customer Service. I have flown Southwest for many years and one of the main reasons is because they provide outstanding Customer Service in addition to affordable fares. When you call Southwest you get a live person almost immediately. Even when their automated system suggests you may have an extended wait time, it's typically only a couple minutes at the most. If you need to make changes to your itinerary, they are very eager to help and do whatever they can to accommodate your needs in a friendly manner.

Every day we have the opportunity to give people a Customer Service experience—either one like I experienced with SIRIUS Satellite Radio or one like Southwest Airlines. Our job as Watco Team members is to sell ourselves to our Customers and everyone we encounter, because they may be a potential Customer. People remember experiences and I'm sure you've heard that people tend to remember the negative over the positive. I can guarantee you that I will remember my experience with my satellite radio. Even if I finally get it activated and enjoy the benefits it has, I will always remember the bad experience I had with their Customer Service.

The old saying "Treat others as you would have them treat you," is a great Customer Service philosophy we should practice every time we have the opportunity. We want to give our Customers a positive experience they want to remember, not a negative one they can't forget.

Have a safe and happy 4th of July and keep making great things happen.

Rich