



## Ten Points of Perfect Customer Service

1. **Punctuality.** Punctuality matters. Being Late to anything other than a party or your own funeral ruins the day. Tardiness sends a message to all that what is happening is not important. ProArbor staff are ten minutes early for everything. When driving somewhere, we expect traffic to be at its worst and we plan for it in our schedule. At the time that a meeting is scheduled to begin, we are already present and ready to participate. The impression that our punctuality makes upon people is positive and deliberate. Clients can deduce from it that we are organized, professional, and committed to our task, the ProArbor Mission. Teammates know that they can trust each other to complete the task.

2. **Courtesy.** Our clients expect and deserve the highest level of courtesy from ProArbor staff. We will be courteous in our communication always, even when communicating something that may not be positive. In order to foster a culture of courtesy, ProArbor staff speak to each other in ways that display an inherent respect for each other. Because courtesy is practiced at all times, it is not something that requires great effort when speaking to our bosses, the ProArbor clients.

3. **Ambition.** It is our ambition that has put ProArbor in the position that it holds. Every professional on the ProArbor team is striving to do more than he or she did before. We are proud of our accomplishments, but we are not satisfied with them. All of our team members are striving to advance their careers. It is this ambition that makes the ProArbor team superior to our competitors.

4. **No 3rd Option.** For every task within our organization there are two options:

1. The task is completed on time, and those who are expecting the deliverable are notified upon completion.
2. If the task cannot be completed on time, those who are expecting the deliverable are notified far enough ahead of time to make adjustments that will get it completed on time.

There is no 3rd option. In order for this point to work, we must be in constant contact with each other and with our clients

5. **Professionals.** Arboriculture is a Profession. ProArbor staff members are professionals. There

is no position within ProArbor that could be considered a "summer job." Every position on our team is critical to the success of the ProArbor Mission. As all professionals must, ProArbor team members work continuously on professional development. In this way, the service that is delivered to our clients never falls short of excellence.

**6. Accountability.** As a team, ProArbor will claim ownership of all of the tasks required for our success. This is only possible because of a culture of personal accountability. ProArbor team members do not blame others, make excuses, or deny failure. ProArbor team members own responsibility for all of our tasks. When mistakes are made, it is this accountability that assures our bosses that it will not happen again.

**7. The Client is The Boss.** Lest we forget, we will remind ourselves and each other that our clients are where our money comes from. This being the case, our clients are actually our bosses. So long as we work for them, we will meet their expectations so that they are agreeable to paying us.

**8. Teamwork.** The work that ProArbor does is not possible for an individual. Even many highly skilled individuals working on the same task will fail at the task if they cannot cooperate. So teamwork is critical to success in our work. A winning team is one that has superior leadership, ownership of all responsibility by designated personnel, and respect between positions. ProArbor strives to have and maintain the qualities of a winning team.

**9. Pride.** ProArbor team members are proud to work for ProArbor. All team members are aware that the privilege to work on the finest of properties is earned by the quality of our work. Since our mission and our vision involve serving the best of the best properties, we are proud to work where we do. We also realize that, in order to fulfill our vision, we must continue and take pride in our mission.

**10. Safety.** Arboriculture is one of the most dangerous professions. ProArbor is committed to protecting our team members and our clients from the dangers of arboriculture. Our team members will continue to participate in the industry's safety training programs. Our teams will always take time on job sites for safety briefings. Always. ProArbor projects will always be completely insured against injury or loss.



A ProArbor Company.