

The July issue of *Customer Service Newsletter* describes how each month, exposition and event management company Freeman profiles an employee who has gone to exceptional lengths to serve an internal or external customer. The objective is both to recognize and reward those efforts and to provide examples of the types of behavior that the company would like to institutionalize. Here are a few recent examples of “Service Hero” profiles from Freeman.

**Editor**  
***Customer Service Newsletter***  
**[www.CustomerServiceGroup.com](http://www.CustomerServiceGroup.com)**

## Service Hero Profiles

### Were you a Service Hero this month?

**Did one of our customers recognize you for the exceptional service you delivered in April?  
Did you recognize one of your coworkers for going above and beyond their normal  
job responsibilities to help you shine?**

Our customer surveys and internal Submit a Hero link provide us with the comments you see each month on our Hero site. It's gratifying to hear that our customers notice the difference in our service level and that's all because of you! Thank you for all you do to TAKE IT PERSONALLY each and every day!

Please join me in congratulating our March and April winners, each of whom will receive a \$500 Visa Gift Card! The following comments show how they created a WOW experience for their internal and external customers. These Service Heroes display service behaviors we should all model. See if you can guess who the lucky winners are and check out our Service Hero intranet site to see if you guessed correctly...it could be you.

#### April Service Heroes

"I wanted to commend this Service Hero on the great job with my 200-plus signs for MBRM & 200-plus for NKF. I have to say I was nervous with the short notice my MBRM client gave us but she stepped up to the plate and turned everything around quickly. MBRM and I are impressed with the work and professionalism of the job that she has done."

"I wanted to let you know that this Service Hero went above and beyond onsite at Expo Comida Latina Texas. Dacor, the kitchen appliance company, forgot to make arrangements for their return of their donated range to our Culinary Demonstration Theater. Not only did she step into the situation and resolve it but she did it with such calm and grace under pressure. Both Imani and I were absolutely confident in her abilities and she is such a joy to work with onsite. I know that you know how great she is and with only a year there at Freeman, you know that you have a rising star and a strong player on your team. I wanted to let you know personally that I really appreciate your team."

#### March Service Heroes

"On January 30th, 2006, the day before MD&M West Show was to open, this Service Hero demonstrated his ability to resolve a major situation in minutes. In the Arena of the Anaheim Convention Center, one of our exhibitors brought in his own popcorn machine. The exhibitor started the machine and left it unattended for a short time. The popcorn machine malfunctioned and caught fire. The machine was ablaze in seconds and smoke began to fill the Arena. His quick response in locating the source of the smoke, and his willingness to jump into immediate action, stopped additional damage to exhibits in the nearby area. His cool thinking and the way he took charge of the situation kept a large amount of people from panicking at the sight of the machine on fire and the smoke starting to surround them. He knew where to find the nearest fire extinguisher and immediately went to work extinguishing the fire. I would like to recognize his bravery and quick thinking. He is a Service Hero."

"I wanted to let you know how fantastic this Service Hero is on the job. He is so dedicated and loyal. His number one priority is to build the booth and to build it well. As you know, we ran into many challenges during the installation. With every challenge he led his team to figure out a solution, and a solution that would make everyone happy. And it was great to see him work with the team from Las Vegas. They respected him and worked so well under his direction. At the end, when the booth was up, and looking great I will add, I thanked him and told him that he did a great job, that despite all the difficulties he faced, he gave an extra effort and made it look great. I don't know what we would have done without him there. He replied with, 'I'm just doing my job.' Just thought you should know what a great Freeman employee he is, but you probably already knew that."

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