



## THE PUMP STANDARD OF EXCELLENCE

1-

**The phone should get answered** the vast majority of the time.

**When it doesn't, EVERY customer should be called back**, no matter what they're calling about, and no matter whether or not they verbally leave their phone number (we can get the number from the VoIP system).

2-

**An incoming email should be responded to within 4 business hours** (so if it's received at 4pm on a Friday it should be responded to at the latest by 12pm on a Monday).

*We will look to improve upon this response time as we grow.*

3-

**Orders get shipped same day** if ordered before 2:30pm UK time. Next day shipping otherwise. No exceptions. No excuses. Ever.

4-

**EVERY Customer should walk away from every contact with us with a \*good feeling\***, no matter whether they are the nicest person in the World or... *not!*

5-

**Our collective psychology must not be negatively affected** by the tiny minority of Customers who are bad tempered or un-reasonable.

By the nature of Customer contact points, we are going to be dealing mostly with the small percentage of customers who have an issue or a complaint, and so they are likely to be in a bad mood with us. From today we don't discriminate between happy Customers or unhappy Customers – we treat them the same.

Whether they're right or wrong is not the point. What we are committed to is that people should \*love\* the PUMP brand and service as much as the product.

No one must ever feel they've had a bad experience with PUMP if there is any way within reason that we can make them happy.

Keep it PUMPed!