



St. Patrick's Day is March 17



## Our Promise

When one thinks of an “ultimate” service story, you may recall a true story that was shared in “The Nordstrom Way.” If you have ever studied the nuances of exemplary service you have probably read this book. In it, they share how one of their staff accepted a set of tires being returned by one of his loyal customers despite the fact that Nordstrom has never sold tires. Was the employee dismissed or disciplined for his actions? Not at all. He was praised for keeping his customer happy because he had been given the autonomy to do so in his role.

While we probably wouldn't accept a return of tires, we are definitely committed to ensuring your satisfaction. Period.

We can do this because of the steps we take in our sales and production processes to ensure we get it right. The numerous \*\*\*\*\* reviews we receive from you speaks to that diligence.

First and foremost, our sales professionals work hard to understand your goals and objectives in purchasing the goods. They strive to source out the perfect item that will meet those objectives, sometimes taking hours or days to do so. If required, they will order in and deliver samples to you so that you can see the goods firsthand and try them on where applicable. Most often we already have the piece here in our extensive showroom. They then make recommendations on how to best decorate the product while staying within your budget.

Once the order is written our Order Desk sends out an order acknowledgment and mock-ups of art to you for your review and approval. Nothing gets produced until we receive those documents signed by you. Sometimes revisions are required and the Order Desk will work with our customers and sales reps to make sure that the original vision is being captured.

If the goods are being decorated by one of our vendors when the order arrives the goods are inspected by our Shipping and Receiving desk to ensure the imprint is correct in color and placement and that no goods were damaged in transit. That happens each and every day here at **MOBO**. The sales representative is then shown the finished goods too. If more than 5% don't pass inspection, then we will return those pieces to the vendor and adjust your invoice accordingly. We ensure that you are advised that we are only partially shipping your order.

In the case of apparel that is either digitally printed or embroidered here onsite, the quality control process is even more detailed. The operator, the supervisor, the cleaning & clipping department and the sales representative all see the goods before being steamed and packaged. We receive a lot of positive comments back from you about the care we take in individually wrapping each piece.

All finished goods are photographed and attached to the order in our system for future reference.

Once the order is delivered you will receive a phone call from your rep and an automated invitation to review our services. This is a critical component to us and for those of you who do take the time to rate your satisfaction, we cannot thank you enough! Don't forget that all those customers who do leave a review are entered into a month-end draw for a prize!

While all these quality control steps are taken, issues can still sometimes arise. This past year we have had unprecedented issues with our vendors in regards to stock being unavailable. It is an ongoing issue with some brands and as such we will communicate that to you right from the beginning of the order process as well as providing updates on any further delays. Global supply chain issues are improving but it is a slow return to normal.

We are not perfect, but our service recovery is when and if it is needed! One of the greatest compliments we can receive is a referral from you to another company that you feel could benefit from working with us. THANK YOU for that!

Right now, we have a special opportunity for any companies you may know of that could use some extra exposure. Feel free to invite them to enter our monthly "Make Your Mark" logo contest running on Rock102. Each month we will be choosing a winning logo for best design. Feel free to enter too!

The winner will be able to choose from four promotional packages valued at \$250.00 as well as receiving some **MOBO** and Rock102 swag. We will even include them in our radio advertising for the next month! Logos can be sent to us via email at [contest@mobopro.com](mailto:contest@mobopro.com). Our February winner was Renovations by Modifi. Congratulations!

As we move closer to spring, we hope you can take advantage and enjoy the warmer weather!

-Team **MOBO**