



**Flooring Ltd.**

*“The FITZ Flooring organization is led with an attitude of greatness by creating a family-oriented culture with a customer service mandate. The intensity for integrity in all manners of communications and actions lead us to a higher attitude of true customer service.”*

# Top 10 Commitments

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**1 We understand our number one priority, our customers.** We truly listen to our customers. We take time to identify their needs by concentrating on their words: not ours! We have two ears and one mouth for a reason. We listen twice as much as we speak. Communication is a key to success.

**2 We network to build a better business community.** We build a strong rapport with neighbouring businesses to put the Fitz brand of products out there. In return we offer to promote their businesses in reciprocating kindness.

**3 We're aware that first impressions are lasting ones.** We welcome our customers with a smile, a coffee, a wealth of knowledge, and a great attitude: everyday.

**4 We follow-up.** We follow up jobs with an inspection or a phone call, to see how well we did, to ensure customer satisfaction. We thank them for allowing us the opportunity to provide their new floors. We do not settle for fine. Fine is safe and not an acceptable answer.

**We know when to apologize.** We recognize that we can make mistakes and are willing to admit it. We also recognize that our customers make mistakes, but are slow to point them out. Everyone makes mistakes. It's how we handle them that makes us different.

**6 We thrive on word of mouth.** We value word of mouth as the most positive marketing tool. By setting and fulfilling our customer expectations we are then able to ask for their referral.

**7 We strive to excel.** We recognize there is competition and know we must elevate our products, performance and branding by giving a little extra: everyday.

**8 We treat our employees well.** We celebrate the value of each family member and understand that great word of mouth begins at home. We respect employee's enthusiasm, interests, ideas, and input. Our goal is to work together at assisting our customers, making our culture contagious.

**9 We train.** We provide our installers and staff with training opportunities to enhance their knowledge and to allow them to have confidence and take pride in a job well done.

**10 We appreciate our suppliers.** Working hand in hand, day to day with our suppliers, is beneficial to all of us. By maintaining a strong relationship based on communication, honesty, and efficiency everyone benefits, especially YOU, our customer.