

Letter of Reference



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Mr. Jeff Mowatt August 14, 2001
JC Mowatt Seminars
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Re: Impact of Customer Service Program on SGI

Thank you Jeff for having a positive impact on customer service at SGI. Some employees are saying they can feel the difference.

Anecdotal evidence supports formal employee feedback indicating SGI employees approve of the *Influence With Ease*® customer service training program which consistently receives high ratings. Employees from all levels of the corporation have indicated the training has been informative and rewarding in a way that is positive and energetic. Employees often provide appreciative comments on how you are able to use examples and analogies relevant to their business environment.

The Customer Satisfaction Session concept you introduced to SGI has anchored the training by providing work groups the forum where employees are truly empowered to improve customer satisfaction based on direct feedback from customers. At these sessions, employees are challenging the status quo to make changes on behalf of their customers.

The many customer service stories shared at the Customer Satisfaction Sessions clearly show SGI is becoming more customer focused. SGI Executive has commented that they are seeing a change toward a customer focused culture where customers are treated fairly by recognizing their individual needs and differences.

Employee morale has improved as evidenced by employee feedback captured in over 50 Customer Satisfaction Sessions conducted this year. In these sessions, both peers and managers recognize employees for their customer service.

There are more instances of employees receiving compliments and tokens of appreciation from customers, co-workers, and management. Related work groups now better understand how they must work together as a team to serve a common customer. Front line employees are now giving support groups more recognition.

As you well know, prior to the program, the customer feedback tools employed by SGI provided a positive reflection of customer satisfaction yet, there was anecdotal evidence contrary to these results. Since the implementation of the customer service training program, one member of the Legislature has expressed they have seen a 400% decrease in public complaints about customer service from SGI.

The customer service training has provided SGI employees a useful set of tools and concepts while the Customer Satisfaction Sessions have provided the means to reinforce customer service behaviour and anchor employee empowerment. To date, we have trained 976 employees who have rated the training 4.6 out of 5.0. These same employees have estimated their customer service performance will increase 34% as a result of the training.

Jeff, I look forward to working with you as we continue the program in 2002.

Yours truly,
Murray Gottselig
Manager, Corporate Customer Services

MG/mg