



JOHN DEERE

To: All Heritage Equipment Company team members

From: The management team

Subject: The Heritage Customer Experience

Please note: This document is for internal communication only

Each time a customer enters Heritage Equipment Company, he or she has chosen us instead of a competing dealership. Because our customers have choices, it is essential that we exceed their expectations. Our customers are the focus of all that we do, and they expect us to deliver flawless customer service in all three of our departments—sales, service, and parts.

To exceed customer expectations, our team must create an exceptional experience—the Heritage Customer Experience—for each and every customer. On the following page, you will find five key takeaways from a recent customer-focus meeting conducted by Chad Hensley, our John Deere territory manager. We've used these as focus points to define the Heritage Customer Experience.

The Heritage Customer Experience can only be provided if all team members understand its importance. It is not the slogan that keeps our customers coming back through our doors; it is the skills and attitudes of our staff. Every person on our team must deliver on the Heritage Customer Experience to separate HEC from the competition in the minds of our customers.

Thank you for your commitment as we continue to improve the Heritage Customer Experience.

Brad

Larry

Danny

Shawn

HERITAGE EQUIPMENT COMPANY

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Nothing runs like a Deere™. Nobody does Deere better than Heritage Equipment.



Providing the Heritage Customer Experience

- 1. We meet and greet customers as soon as they enter.** Customers' impressions in their first few minutes in the showroom are critical. It is the responsibility of the closest available Heritage team member to greet each customer and inquire how we can assist them. This may mean walking with the customer to the person best equipped to help. A friendly, helpful atmosphere is crucial.
- 2. We believe customers are created equal.** Whether our customers buy one lawn mower or a fleet of tractors, they are all equally important. Our attitudes toward each customer reflect this belief. Responsiveness, helpfulness, and follow-through are provided to all Heritage customers.
- 3. The value we provide is as important as the price of our equipment.** We must remind our customers that when they buy from Heritage, they are buying more than a piece of equipment. A product purchased at Heritage is the beginning of a parts-and-service relationship for the life of the product—and it carries over to their next purchase. No price tag can be put on the support customers receive from the Heritage team.
- 4. We are committed to extensive product knowledge and training.** It's how we add value to the Heritage Customer Experience. Collectively, in the last three years, the Heritage team has logged more than 750 hours of training. That knowledge base allows us to fix problems faster and get customers back to work more quickly. It also means we can effectively determine the right machine for our customers to increase their productivity.
- 5. We are quick to resolve equipment failures.** We know that time is money, so our service technicians are the best-trained in the territory. We are prepared to complete repairs in the service shop efficiently, and our mobile service fleet is well-equipped to handle in-field repairs. When this dedication is combined with our extensive training, Heritage service is incomparable.