

# WOWEDAMERICA<sup>SM</sup>

## *Certificate of Sighting*

*Awarded To*

**CHRIS MERTSENMEYER**  
**DIERBERGS, BRENTWOOD POINTE**

For delivering the **WOWEDFactor<sup>SM</sup>**

**WOWEDFactor<sup>SM</sup>**: a personal experience a customer has with an employee of a business that is perceived by the customer to be so humanizing, engaging or connecting, that the customer's perception of that individual, and consequently the business, becomes significantly enhanced.

**Sighting Recipient:** Dorothy Firestone

**Date/Time of Sighting:** everyday, all the time

**Testimony:** "Chris manages and oversees the produce department of Dierbergs, Brentwood Pointe. He, along with everyone who works in the produce department, is kind, cordial, helpful and cheerful.

"Chris is happy to assist customers who have questions: What melons should I buy? What do you think of the tomatoes? What should I do with gooseberries? He walks over to the melons and selects one for you. He asks when you need the strawberries and suggests when to come back to buy the new shipment. He always comes over to say 'hello,' even if I don't have questions. And he and the 7 or so others in the department keep the produce immaculate, culled and gorgeously displayed. My continued loyalty to Dierbergs has much to do with how Chris, and the department, deliver the WOWEDFactor."