



WOWEDAMERICASM

Certificate of Sighting

Awarded To

CODY STONEBRAKER

FIRESTONE TIRE & SERVICE CENTER – ST. PETERS, MO

For delivering the WOWEDFactorSM

WOWEDFactorSM: 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: Heidi Fairbanks

Date of Sighting: Spring, 2008

"I went to have my tires replaced at Firestone and received more than I expected. There were opportunities to fall short of my expectations but Cody chose to rise above. After my tires were changed I noticed my hubcaps were loose and about to come off. I went back right away (which ended up being after hours) and they fixed them. The next day I noticed that one was missing. I called the store and spoke to Cody, he said he would find a replacement hubcap and have it put on, no charge. Nice enough, right? Well, it ends up I have custom, hard to find hubcaps and he could not find one replacement. One Thursday, on his DAY OFF, Cody drove around St. Louis to find 4 new hubcaps, similar to the ones I already had. This was at no charge to me, again. Every time something 'went wrong,' Cody made it right. WOWEDFactor delivered."