



WOWEDAMERICASM

Certificate of Sighting

Awarded To

JOYCE

HENEFER JEWELERS

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: DeWayne W. Jost

Date of Sighting: May, 2007

"Joyce has become my wife's and mine personal jeweler within the last 6 months. She always goes the extra mile to give us the best service and price. Recently I ordered two watch cases and two pen cases. She quoted the price on the watch cases as \$30.00 each. When they came in the actual price was three times what she quoted. Joyce honored her original quote of \$30.00 per each watch case. Joyce had to pay the difference out of her pocket. That shows she goes above and beyond what is expected. Joyce should be commended for her outstanding customer service."