

# WOWEDAMERICA<sup>SM</sup>

## *Certificate of Sighting*

*Awarded To*

**EDNA CARTER, #3171**

**HILTON ST. LOUIS AIRPORT**

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 Observer:** Peter O'Brien

**Sighting Date and Time:** November 18, 2006, 7:29am

**Observer Testimony:** "I was on the Hilton van which picks you up on the parking lot and takes you to the airport and we stopped at the hotel to pick up guests. They included an elderly couple, both of whom were at least 80; he was using a walker and was very unsteady on his feet. Ms. Carter could not have been nicer. She got out of the van, placed all of their luggage (like 8 pieces) and helped the man who was very emotional about his ability to climb the van steps, get his seat. All the while she was reassuring him that she'd take care of him. She treated these people as if they were guests in her home. Ms. Carter really delivered the WOWEDFactor and in so doing enhanced the value of the Hilton. It was a beautiful site to behold."