

# WOWEDAMERICA<sup>SM</sup>

## *Certificate of Sighting*

*Awarded To*

**JOE STEUDEMAN**

**ST. LOUIS CUSTOM GEAR – JAMESTOWN MALL**

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:** Kelvin Edmonds

**Date/Time of Sighting:** May 22, 2007, 9:03 pm

**Testimony:** "I arrived at the store right at closing time (many other stores in the mall already had the gates down) and this gentleman went to great lengths to make me feel comfortable while he took the order for embroidered baseball hats for my son's team. He let us look through several designs to choose our logo, was helpful in choosing our layout, is giving us less than a 24 hour turn around on the hats (WOW!!), and gave us a discount. He did all this *before he knew I was a repeat customer*. His attention to detail and customer service skills were definitely a great pleasure to experience. Even though I was the last customer of the day, he made me feel like I was **the most important customer of the day**. I'm now a big fan of St. Louis Custom Gear **because** I'm a big fan of Joe's. WOWEDFactor all the way!"