

# WOWEDAMERICA<sup>SM</sup>

## *Certificate of Sighting*

*Awarded To*

**CONNIE**

**WALGREENS (CLAYTON ROAD AND BIG BEND)**

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: Patrick Kelly

Date of Sighting: August, 2006 –January, 2007

**Testimony:** "Connie is one of the most genuinely pleasant people I have encountered in any type of situation. She is courteous beyond belief to every single customer regardless of the customer's characteristics, how much he/she is spending, whatever. She greets every customer with a sincere smile and a proper greeting (good morning, afternoon or evening) and she gives you her complete attention with excellent eye contact so you feel like she is taking excellent care of you and only you. She engages you in light conversation (weather, how your day is going, etc.) and she sounds sincere in all her communication with you. When she takes your money she acknowledges how much you gave her and tells you how much change you'll be receiving. A typical conversation would go something like this: 'That's five dollars and your purchase was \$3.29 so I'm giving you \$1.61 change. May I give you five dimes or would you rather have two quarters with that?' When the transaction is over she looks you directly in the eye, smiles and says 'I thank you for your purchase today and I hope you have a pleasant day' and she sounds perfectly sincere. **When you leave you feel better than when you entered the store.** Talk about delivering the **WOWEDFactor**. Once I asked her if she was always courteous to everybody and she said she tried to do her best with every person."