

WOWEDAMERICASM

Certificate of Sighting

Awarded To

ROBIN MATHEWS
ROYAL BANKS OF MISSOURI

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: Fred Miller

Testimony Provided: November 6, 2006, 2:15pm

Testimony: "Several months ago I made a large sale, late in the afternoon, to a client that needed the product delivered the same day. The nature of the product is that I buy it on line, it's delivered to me electronically, and I forward it to my customer. When I paid for the product I was informed that my credit card limit was not high enough and the sale was refused. I immediately called Royal Bank where I explained the urgency of resolving my problem to the customer service person, Robin. She acknowledged understanding my problem and said she would immediately get in touch with the bank officer, Mike Stevenson, who could raise the limit on my credit card.

"After a short period of time Robin called me to say that Mike was on his way to another branch of the bank and that she would follow up with him to make sure the limit was raised. Not only did she do this, she went on to call me late in the afternoon to confirm that my credit card transaction had been approved and the purchase made. In deed, it had, and would not have been completed had it not been for her great customer service. WOWEDFactor delivered!"