



Letter From Kevin Dent

Dear Contractor Partner,

We have passed the mid-way point of the year and before we know it, the end of 2010 will be here. I hope the summer season has been good for your business and enjoyable for you and your family.

I am encouraged that our country is headed toward a positive economic change. Throughout the year, I have noticed a huge improvement in the spirit and attitudes of those surrounding me. Conversations have been positive, great things are happening, and people are walking around with more confidence. Let's hold our heads high for the remainder of the year!

My heart goes out to those of you who are seeing, smelling and living through the effects of the oil spill. Although I have watched the coverage on the news daily, I struggle to comprehend what these folks are going through. It is hard to grasp the impact of this catastrophe without having to deal with its firsthand effects. How could we, living so many miles from this terrible disaster?

On Father's Day, I enjoyed a day of fishing on Lake Huron with three other fathers. Lake Huron is one of the five magnificent treasures commonly referred to as the Great Lakes and hosts a premium walleye sport fishery that could quite possibly be the best in U.S. The skies were blue, the sun was bright and the seas were calm. From left to right, there were hundreds of boats surrounding us. As we enjoyed the beautiful and tranquil water, I envisioned the impact an oil spill in the Great Lakes would have on me. I quietly continued my thoughts as I prepared fresh fish for my family that evening.

Although I am not surrounded by this tragedy, I sympathize with all of you who have been affected. God bless everyone along our Gulf Shore; my prayers are with you all.

Sincerely,

Kevin Dent

POOR SERVICE

Kevin Dent, CEO

Recently, I called three professional tree trimmers to remove dead wood from three mature maples at my home. Each of the companies followed through in person to review and quote the work. Two of them quoted the exact same price, while one quote was fifty dollars less.

I have now offered the work to two of the contractors with zero response from either of them. I have been very patient – taking the initiative to contact them three times and allowing them a week to get back to me before moving on. I will now be contacting the third company. Please wish me luck!

I'll never know why these companies did not want my business. Why make the effort to quote a price, only to ignore the customer? I assume, and hope they have plenty of work.

Remember, negative experiences are shared many times more than positive ones.

OUR MISSION:
We deliver superior
Exterior Services
Management and
customer focused
support.



Save the Wildlife Threatened by the Oil Spill

Over 400 wildlife species have been affected by the oil spill along the Gulf Shore. The National Wildlife Federation (NWF) is working around the clock to help preserve these vulnerable and endangered species, and has established a Gulf Oil Spill Restoration Fund. All proceeds from the fund will go towards the development of NWF's Gulf Coast Surveillance Teams, renovation of natural habitats, educating the public about the effects of the oil spill, and the restoration and protection of the Gulf Coast and its resources.

To learn more about how you can help, visit the NWF's Web site at www.nwf.org or call 1-800-822-9919.

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DENTCO
EXTERIOR SERVICES MANAGEMENT®

CUSTOMER EXPECTATIONS

Lesley Dunham, Director of Quality Services

By understanding and keeping up with the service needs of our customers, even without the cooperation of Mother Nature, we are one step ahead of the competition. This makes DENTCO the best Exterior Services Management Company out there. Our Contractor Partners (CPs) know what it takes to ensure quality services are performed for our customers. Please be aware that there is a new benchmark system that all customers are using to measure vendor performance – the *Vendor Scorecard*. Whether reports are run monthly, quarterly, or annually, everyone will be held accountable for their *Vendor Scorecard*.

With the availability and growth of facility management software, customers can easily track vendors, services, costs, and project completion timelines. DENTCO is required to enter all service information into our customers' management software. Customers can then create the *Vendor Scorecard* by pulling data from this software and comparing it to their established service length objectives. The scorecard tracks work order submission dates, estimate received dates, work order approval dates, work completion dates, service issues, costs, etc. In essence, this program allows customers to access virtually everything from the complete history of project timelines to the type of work that has been completed at each location.

Customers expect quick turnaround on projects and will typically only allow three days for estimates and a maximum of seven days to complete a project from the time a work order has been approved. DENTCO must ensure prompt delivery of estimates and completion of work. The longer we wait to fulfill their requests, the higher the risk of losing our customers to the competition. We need estimate response within three days and completion of approved work orders within seven days. We will also require faster response on all work orders and service issues. Fast seems to define the world we live and work in and with your help, we can ensure our customers are receiving the best service possible.

Lay Your Groundwork Now

- Know your DENTCO locations. Once you are aware of these locations, record details of the surrounding area, including the condition of plant material, etc.
- Take pictures of your sites and save to a folder for future use.
- Carry a camera phone or digital camera (this should be considered SOP equipment for your crews). Take pictures and email them to DENTCO for issue resolution.
- If your crews miss an area, take action immediately – the next service visit will not suffice. Customers are unwilling to wait a week to resolve a complaint.
- Top notch service and performance ensures customer retention. Make it tough for the competition to follow suit.
- When a customer requests an estimate, refer to your site details and pictures. Quote prices and submit promptly.

Key Points

- This should be a joint effort. We must all work together to ensure positive scorecards resulting in customer retention and increased business.
- Create your own internal service length objectives for your company.
- Please challenge your company and people to make it happen, so we can all be successful.

It is hard to imagine the future will demand even quicker communication and data than what currently exists. Let's work hard to create a work environment where we all benefit from the quick turnaround that we provide to our customers.

QUALITY ASSURANCE

Quality assurance is an ongoing process. We must ensure our customers' expectations are being met; hence in the near future we will be developing a CP scorecard that will mirror the *Vendor Scorecard*, allowing us to also rate the performance of our CPs. Below you will find a list of measures for this new scorecard.

CP Scorecard Measures

- Turnaround on Estimates
- Responsiveness to Service Issues
- Work Completion Dates
- Quality of Work as Specified
- Job Timeframe
- Timely Submission of Paperwork
- Personnel Responsiveness
- Timeliness and Accuracy of Communication

If we continue to work together to improve our responsiveness, timeliness, communication and quick turnaround, DENTCO and all of our CPs will be unstoppable. Let's crush the competition!



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our new
video!

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