

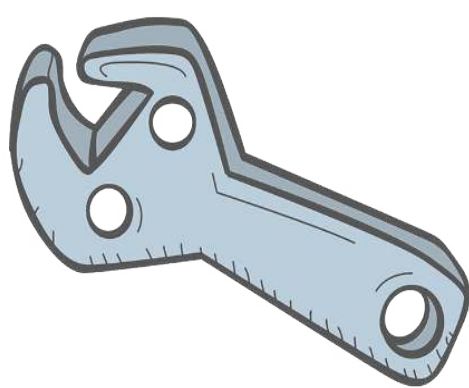
# Our Commandments

## What we believe in...



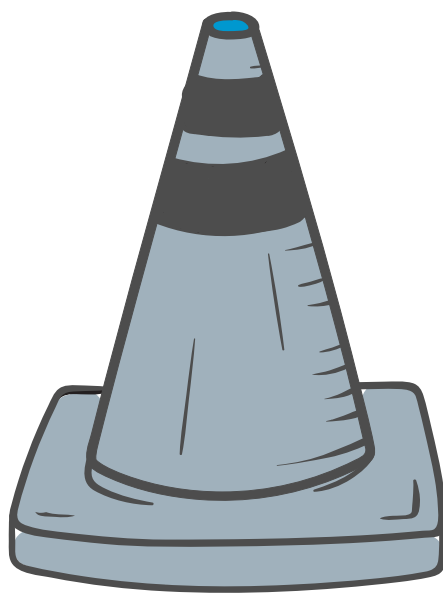
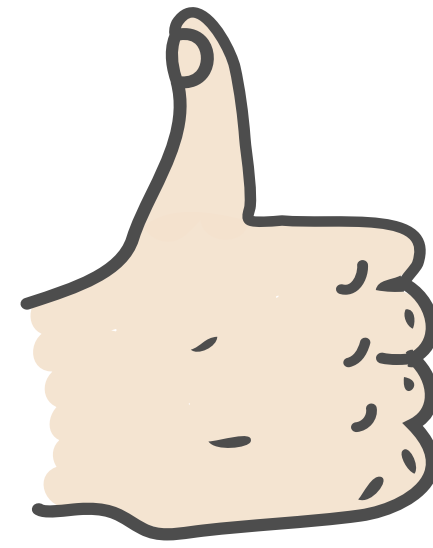
**Our customers are the lifeblood of our business...**  
Customers are always treated with honest, dignity and transparency.  
Customer contact is not a tick box exercise, it is to promote the relationship built between us.  
Allowing customers ownership by actively encouraging feedback and communicating responses.

**Consistency in approach**  
This is showing a cross poll of customers that deliver the same score for how they are dealt with.



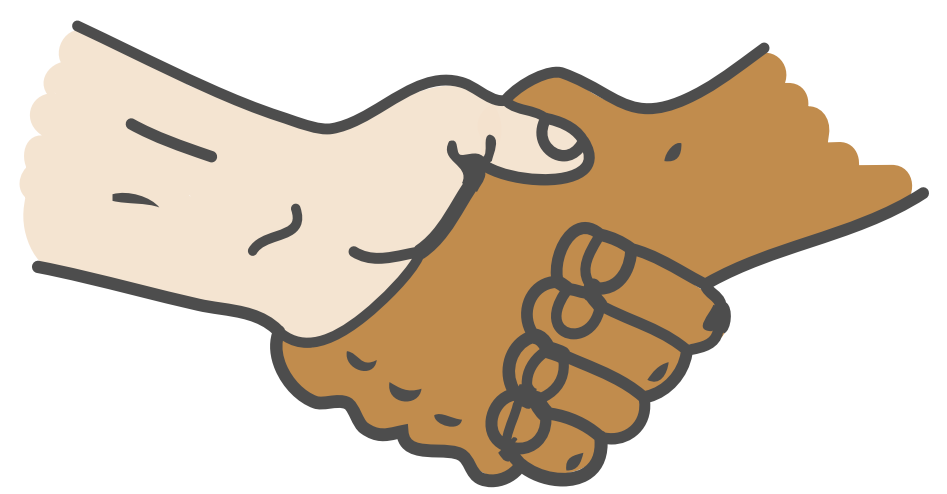
**Proactive support**  
Our purpose as a team is to support our customers. In particular, looking at how to evolve the key question: "does this solve the issue for our customers?"

**We trust our team's instincts**  
We're out to do the right thing. Each individual's values & passions are a core factor in why they are part of the team.



**We remove obstacles**  
We're not a policy dictated business. We believe policies and processes have their place, but should help achieve growth and not shun it.

**Legacy corporate behaviour is not the norm!**  
An Empowered team break with tradition. We have the confidence to blend our personal/team instincts with business decisions, to achieve the best results for everyone.



**Empathy & understanding of our customers.**  
By being real, and having non-scripted conversations. We want to be able to relate personally and mirror how our customers interact with us. This cannot be dictated by the team's personal choice.

**Transparency**  
Transparency breeds trust. Trust is the most important thing when building your team and customers.

