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July 12, 2007

Dear Valued Customer:

For 75 years, Springfield Electric has been committed to providing customers with quality products and services that meet or exceed your expectations. From the first phone call until the order is in your hands, we want to make certain we are “Easy to Do Business With”.

Last year we conducted a Customer Satisfaction Study, retaining a nationally recognized research organization to independently determine how we can serve you better.

For the most part, you told us that our people are our greatest strength and are one of the primary reasons that we have earned your business. It is their experience, product knowledge and commitment to customer satisfaction that has enabled Springfield Electric to provide exceptional service.

You also pointed out that, in some areas, we should provide you with improved service levels. We recognize that when we don't meet your service expectations it isn't just annoying, it's expensive. You need an electrical distributor that will help you save time and money.

Springfield Electric understands how critical your time is and we are committed to not wasting it. We have worked very hard over the last year to improve our service levels, to give you better order fill rates and to fill your orders quickly and accurately.

Beginning July 16th, we are going to put our words into action. With the following 3 Customer Service Guarantees:

1. Order Fill Rate Guarantee:

100 % Fill Rates are the only acceptable performance from your electrical distributor. We guarantee that our Top 300 Supply Products and our Top 100 Lighting Design Products (Showroom locations only) will never be out of stock. If we are out of stock we will issue you a \$20.00 Customer Service Guarantee Certificate.

2. 20/20 Will-Call Guarantee:

We also know that electrical professionals are continually frustrated when they arrive at a distributor to pick up a Will-Call Order only to find that it isn't ready. This won't happen to you at any Springfield Electric Location and that's a guarantee. When you place your order; specify that it is a 20/20 Will-Call Order and we guarantee that it will be ready in 20 minutes or less. If you arrive in 20 minutes and your 20/20 Will-Call Order is not ready to go, we will issue you a \$20.00 Customer Service Guarantee Certificate (Wire Cuts Excluded).

3. Order Accuracy Guarantee:

100% Order Accuracy is what you should expect from your electrical distributor. Springfield Electric guarantees your Order Accuracy. The items that appear on your ticket will be the exact items and quantities you receive. If we don't get it right, we will issue you a \$20.00 Customer Guarantee Certificate.

These 3 Customer Service Guarantees will hold our feet to the fire each and every day. They guarantee that you will receive consistently superior service when you purchase electrical material from Springfield Electric.

In early 2008 we will follow-up with another Customer Satisfaction Study, to see how we are doing. Thank you again for your valuable input, and thank you for your business.

Sincerely,

Mike Barker

J. Michael Barker
President & COO

