

# Where I come from...



*Promoting Professional Management of Surplus Assets*

# JUST FOR FUN STATISTICS

Dow (NYSE: DOW) combines the power of science and technology to passionately innovate what is essential to human progress. The Company is driving innovations that extract value from material, polymer, chemical and biological science to help address many of the world's most challenging problems such as the need for clean water, clean energy generation and conservation, and increasing agricultural productivity. Dow's integrated, market-driven, industry-leading portfolio of specialty chemical, advanced materials, agrosiences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 180 countries and in high-growth sectors such as packaging, electronics, water, coatings and agriculture. In 2015, Dow had annual **sales of nearly \$49 billion** and employed approximately **49,500 people worldwide**. The Company's more than **6,000 product** families are manufactured at **179 sites in 35 countries** across the globe.

## **Integrity**

We believe our promise is our most vital product—our word is our bond. The relationships that are critical to our success depend entirely on maintaining the highest ethical standards around the world.

## **Protecting Our Planet**

We believe in protecting the world's resources. Dow's sustainability journey involves the world's best problem solvers working on the world's biggest challenges. The decisions we make, the innovations we deliver and the goals we achieve are all driven by our intent to "Set the Standard for Sustainability," making the world safer, cleaner and greener for generations to come.

## **Respect for People**

We believe in the inherent worth of all people. We, the employees of Dow, are the engine of value creation; our imagination, determination and dedication are essential to growth.





# Ethics and Customer Service

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*Promoting Professional Management of Surplus Assets*

# CUSTOMER SERVICE

- How do we define customer service?
  - An organization defines customer service as how well it meets the needs of the customer.
  - A customer defines good customer service by how they perceive that an organization has delighted them by meeting and exceeding their needs.

## Two types of customers:

- Internal
  - The most important client
  - The internal customer or client is actually the supplier of the surplus assets we deal with.
- External
  - Everyone else
  - The external customer is usually the person or company that purchases what the internal customer has provided.
  - When dealing with external customers, remember that you, as the IR professional, will be seen as the “company.”



# Commitment to Excellence

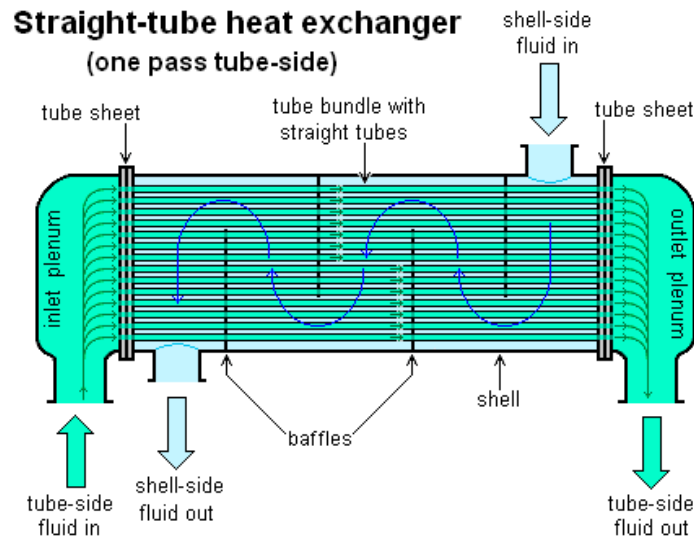
- Our goal is to offer the customer an experience that exceeds their expectations, sometimes referred to as the “feel good factor.”
- As an IR professional, you should only make commitments that you know are deliverable then, if possible deliver more or better.
  - Under promise and over deliver
  - Don't over promise and under deliver

# Customer Service basics

## The many roles of the IR Specialist...

### 1. PRODUCT SPECIALIST

- We must (attempt to) be the SME for whatever we are disposing.





# Customer Service basics

## The many roles of the IR Specialist...

### 2. MARKETING SPECIALIST

- We must understand customers needs.
- Do you use online marketing websites?
- Should you go to local buyers?
- Should you sell overseas?
- Should the asset be redeployed internally?
- In reality: Every asset could require a different plan! We all should have a toolbox of resources.

# Customer Service basics

## The many roles of the IR Specialist...

### 3. SETTLEMENT SPECIALIST

- What timeframe does the internal dept need?
- Understand asset write off
- Understand customer timeframe
- Settle the Deal!



# Customer Service basics

## The many roles of the IR Specialist...

### 4. REPORTING SPECIALIST

- The IR Specialist is only as good as what people know!
- Accurate results of the disposition efforts must be collected, validated and disseminated to the appropriate people in a timely manner.



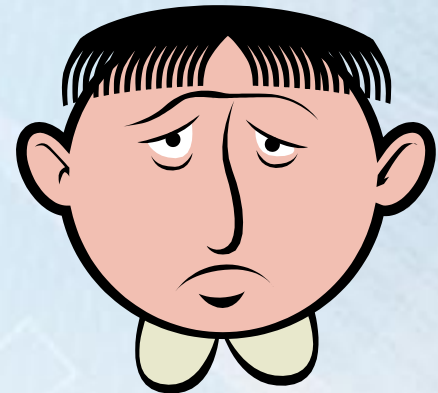
# Customer Service Communications

- What are some things that the IR professional can do to put a customer at ease and increase the potential of a good exchange?



# Customer Service Communications

- Smile
  - Best non-verbal way of communicating
  - Puts another at ease
  - No one enjoys talking to a frown



# Customer Service Communications

- Eye Contact

- Helps to build trust
- Facial recognition is important
- When speaking to more than one person shift eye contact from person to person so no one feels left out of the conversation.



# Customer Service Communications

- Handshake
  - Is an extension of who you are
  - Can show that you are glad to meet or see them
  - Can also help to put them at ease



# Customer Service Communications

- Opening Question
  - Greet your customer with an upbeat question such as “How are you today?”
  - When possible, follow the opening question with a positive statement
  - Starts the verbal communications on a positive note



# Customer Service Communications

- Finisher

- End a conversation or meeting with a positive finisher such as “Hope to see you again soon.”
- A good finisher also communicates your desire to continue to build a relationship with your customer.
- Indicates to your customer that you are attentive not only to the process but to them as well



# Other Forms of Communication

- Voice Mail: Keep your voicemail updated so your customers will know your status
- Leaving a Voice Mail: Be sure to leave your name, your companies name, contact information and the reason for your call.
- Follow Up: Always follow up especially when you have said you would.
- Email: Use email for shorter communications.
- Texting and Instant Messaging: Use this sparingly. Not everyone uses this and it is somewhat casual.

# ETHICS and Investment Recovery

- What are Ethics?
  - Webster says:
    1. A principle of right or good behavior.
    2. A system of moral principles or values.
    3. The rules or standard of conduct governing the members of a profession.
  - Simply put, Ethics means:
    1. Do the right thing!



# Fundamental Principles

- **Corporate Responsibility**
  - Corporate values
  - Acceptable behavior
  - Mechanism for oversight and enforcement
- **Legal Responsibility**
  - Operate within the law
- **Personal Responsibility**
  - No outside interference
  - Personal relationships
  - Do the right thing



# Corporate Ethics

- Most Companies and Corporations have a corporate policy or guideline that explains their stance on Ethics.
- Many, such as DCP Midstream, have an Ethics Compliance program that may include items such as a toll-free reporting system, annual training for employees and full-time personnel that investigate and enforce the Ethics policies and guidelines of the Company.
- Compliance: The Investment Recovery Handbook lists ten specific guidelines to aid the IR Professional in maintaining ethical standards in their business dealings. (pages 107 & 108)



# CMIR Code of Ethics

1. Maintain the highest standard of conduct.

# CMIR Code of Ethics

2. Promote and encourage the highest level of ethics within the industry or profession my company represents.



# CMIR Code of Ethics

3. Maintain loyalty to the company that employees me and pursue its objectives in ways that are consistent with the public interest.



# CMIR Code of Ethics

4. Recognize and discharge my responsibility to uphold the laws and regulations relating to my company's policies and activities.





# CMIR Code of Ethics

5. Strive for excellence in all aspects of investment recovery management.



# CMIR Code of Ethics

6. Use only legal and ethical means in all investment recovery activities.



# CMIR Code of Ethics

7. Serve all members of my company impartially, provide no special privilege to any individual and accept no personal compensation from a supplier of services.



# CMIR Code of Ethics

8. Maintain the confidentiality of privileged information entrusted or known to me by virtue of my position.



# CMIR Code of Ethics

9. Refuse to engage in or countenance, activities for personal gain at the expense of my company, our industry or my profession.





# CMIR Code of Ethics

10. Always communicate internal and external statements in a truthful and accurate manner.



# CMIR Code of Ethics

11. Cooperate in every reasonable and proper way with other investment recovery professionals and work with them in the advancement of the profession of investment recovery.



# CMIR Code of Ethics

12. Use every opportunity to improve public understanding of the role of investment recovery.



# Closing thoughts on the Code of Ethics

- Members who test for the CMIR certification are required to adopt and adhere to this Code of Ethics.
- What about everyone else?
- You do not have to be a CMIR to adopt and adhere to this Code of Ethics.
- Does your Company have an Ethics Policy?



# Ethics and Customer Service

When it comes to Ethics and Customer Service:

Can we really have one without the other and be successful?

Can we provide good Customer Service without Ethics?

Is the customer really always right?

What would you say?





# Ethics and Customer Service

My answer to each of these three questions is

**NO!**

What's your answer?



# Closing Thoughts

- To the others in your company, you, the IR professional, are the expert in all things IR.
- Your success is driven by building and cultivating solid relationships and providing service to your customers.
- Placing people above process generally creates a smooth relationship.
- Customer service is an attitude that needs to be developed and maintained.



# Ethics and Customer Service

Q & A

