

# CUSTOMER EXPERIENCE VISION STATEMENT

**Put customers first and deliver incredible experiences every day to differentiate the AIM Solder brand and build long-lasting customer loyalty.**

➤ **COMMITMENT**

Be enthusiastic about satisfying customers and make them feel valued.

➤ **FULFILLMENT**

Understand and deliver on customer needs without being asked.

➤ **SEAMLESSNESS**

Make it easy to do business with AIM by making the customer's life easier every day.

➤ **RESPONSIVENESS**

Provide customers with timely responses and resolutions.

➤ **PROACTIVITY**

Resolve issues before the customer feels the pain.

➤ **EVOLUTION**

Never be satisfied; continually find new ways to improve customer experience.



Ricky Black  
President



Kelly Cardone  
Director of Marketing & Customer Experience



Solder plus Support