

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

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President

Kelly Cardone

Kelly Cardone

Director of Marketing & Customer Experience



Solder plus Support