

What **DCRS** stands for...

Our "Mission/Brand/Value Statement" (our "everything") was developed from the acronym (DCRS) of our legally incorporated name from 1976, Data Cash Register Systems:

Delivering Certified Results & Satisfaction

The statement's message, posted in every department and on our website, can be best described this way:

- ***Delivering support YOU need to make YOUR business successful***
- ***Certified training, from YOUR industry, years of experience, largest support in area***
- ***Results measured by our continual follow-up***
- ***Satisfaction insured with our Customer Satisfaction Incentive Program***

Those 4 words were chosen as our mantra because:

D is for *Delivering*...which puts our focus on supporting, not selling. Whether a simple question on price changes or the system is down...whether a one terminal store or a 100 terminal account—we have to treat EVERYONE the SAME. We must insure the TOOL that we sold WORKS during their hectic times and after they suffer employee turnover. We do this with the LARGEST and most EXPERIENCED STAFF in Eastern Missouri/Southern Illinois dedicated to POS only. Over 50% of our staff has 10 YEARS or more at DCRS, and all have Restaurant/Retail backgrounds. We know once a system is purchased, we are judged by Service, not Product.

C is for *Certified*...which was our priority before it became fashionable. We not only require Certifications on our manufacturers' products, but Certifications on the other system components: CompTIA A+ and Network+ Certifications (for PC Hardware, Software, Network); Microsoft (for Operating Systems); SonicWall Security (for Firewalls); RSPA (for PCI and more). Over 12 months of Training is required for all new Technicians, even with substantial prior knowledge, and Training continues with each new product release. Our Service Center holds an A+ Authorized Service Center status, which requires 50% of staff be A+ Certified (we are 100%). When a Technician has the CREDENTIALS, Customer's EXPECTATIONS are MORE LIKELY MET.

R is for *Results*...which are not achieved unless Satisfaction is insured. Results are measured with our continual follow-up program to insure we are meeting or exceeding our customer's expectations. Our Customer Service Rep calls daily to confirm the results of every Service Call from the previous day, and after every completed Installation. A feedback report is distributed to 5 Managers and 2 Principals, and a ranking of 8 (or less) out of 10 for a Service or Product is elevated for immediate resolution (only 9 or 10 ratings are acceptable).

& S is for *Satisfaction*...which can only be determined by asking for feedback, not by our perception. So we invest in a Customer Satisfaction Incentive Program that adds thousands of dollars to our annual payroll (customers get the Return on Investment!). Monetary rewards are distributed for Letters of Satisfaction (displayed in office, excerpts on website), Customer Satisfaction Performance Reports (from follow-up calls), Problem Solver of the Week (awarded by 5 Managers to best employee) and "Thanks, You Made My Day" (awarded by peers, to encourage the teamwork required to secure the customer's satisfaction).

DCRS is not really about Products, but about People. We also live by two other internal goals:

Recruiting...is a requirement to retain market leadership in the always changing POS industry. The only way to find an applicant—with excellent people, communication and service skills—is by being highly selective. Although we have very little turnover, we recruit all the time to look for our "next associate". Personality wins over technical skills every time.

Process driven...our customer lives in a 24 x 7 world with little time for crisis planning, and they turn to us during emergencies. The only way to successfully deliver is to have an organized, documented process for everything. We must be prepared for a customer to become dependent on us, as we are actually in the Problem Solving business, not the POS business.