

**B _ G
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MAKE THE
DIFFERENCE!



OUR MISSION

CREATING
**HEALTHIER
LIVING**
AND
**WORKING
ENVIRONMENTS**

BUG HOUSE WAY

Customers First
Do What Is Right
Be Humble
Be Extraordinary
Move Forward

OUR VISION

TO BE AN
**EXTRAORDINARY
COMPANY**
CREATING
**EXTRAORDINARY
EXPERIENCES**

**Bug House
WAY
SERVICE
STANDARDS**

CUSTOMERS FIRST

1. **Honor Our Teammates.** Putting customers first begins with honoring our teammates. Without the extraordinary people that make up the Bug House Family, Bug House would not be Bug House. Our success is because of our people. We respect, appreciate, encourage, and empower each teammate because valued teammates will value our customers.
2. **Honor Our Customers.** We put our customers first by honoring their time, health, investment, and, most importantly, trust in us. We will strive to convey how important our customers are to us in all we do by asking “Will this create a Customer for Life?”
3. **WOW with Pride and Professionalism.** Our pride and professionalism in ourselves, our team, and Bug House, along with our respect for our customers, is reflected by our smile, appearance, attitude, vehicles, driving, and with our choice of words and actions.
4. **Communication.** Communication begins internally when all understand “The Why.” Externally, the true value of our service is conveyed in clear communication with our customers, specifically before and after the service. We build trust in Bug House and create tremendous value in what we do when we listen to customer preferences, educate them on our service, and communicate expectations.

DO WHAT IS RIGHT

5. **Keep the Customer.** We are empowered to

keep the customer, make it right, and show the customer how much they are valued as a Customer for Life through every intentional decision we make. Because we win when our customer wins, we will ask ourselves, “What would Steve Phillips do?”

6. **Genuinely Listen.** When we genuinely listen to understand the customer's perspective, we convey that they are valued as individuals. Once we understand where the customer is coming from, we can then care for their needs.
7. **Golden Opportunities.** We view a complaint or a callback, not as a hassle, but as a golden opportunity to create a Customer for Life. These opportunities are our time to shine and show the customer the Bug House Difference.
8. **Safety.** We keep everyone's safety top of mind in all we do. To ensure safety, we prepare in advance, educate, train on best practices, and check our surroundings before starting our work. We personally ask the question what or who am I “SafeFor”?
9. **Brand Leaders.** We are the brand builders for Bug House. We all have the ability to positively impact people's perception of the Bug House brand by our actions, our driving, our kind words, and our good deeds. The extraordinary acts of care created by our team forever build a lasting impression of our teammates and the Mouse.
10. **Make It Right.** When we do make a mistake, our customers will know we care by the way we own the mistake and make it right. We will utilize

the Customer for Life Fund to send a handwritten apology along with a gift card.

BE HUMBLE

11. **Servant's Heart.** Being humble means looking for opportunities to serve one another, to put others first, and to show we truly care. We will strive to do our jobs in such a way that it makes the jobs of others easier.
12. **Value People.** We recognize first and foremost that we are in the people business. We treat all people with kindness, compassion, and care. We show our appreciation for the trust they have in us. People do not care how much we know until they know how much we care.
13. **Attitude.** We will choose to start each day intentional, positive, and grateful. When we choose to be optimistic and find the extraordinary in every situation, we will gain a fresh perspective that allows us to see opportunities we would otherwise miss.
14. **Open to Growth.** We lead with an open mind, kindness, respect, and grace when giving or receiving feedback. We will ask for help, offer help, and share our knowledge to better each other and Bug House.

BE EXTRAORDINARY

15. **Excel at the Basics.** We are extraordinary in all we do by excelling at the ordinary things we can

control including our attitude, smile, appearance, driving, kindness, communication, and overall effort.

16. **Enhance and Elevate.** We assume the best in our team and customers while constantly striving to elevate the days of others by being positive, uplifting, and having gratitude. We celebrate each other by noticing and pointing out those extraordinary actions of our teammates.
17. **Make a Difference.** We will keep our eyes open to serve and lead with a servant's heart. We are each a member of the Good Deed Team and pursue opportunities to serve our communities. When we serve, everyone will be able to see the heart of Bug House.

MOVE FORWARD

18. **Make it Better.** We are not complacent, instead we strive to be better at everything we do. We review and seek feedback so we can improve the internal and external experiences we create. When we focus on making ourselves and our team better, our customers will demand that we grow.
19. **Innovation.** We will continue to challenge ourselves to be the Green Leader through the innovation of our services, procedures, and products.

20. **Initiative.** We will always strive to be the best version of ourselves by taking the initiative to grow, develop, and improve, both personally and professionally. By growing ourselves, we help and inspire others to grow with us. When we take action, we can approach our future with positivity, possibilities, and excitement.

21. **Culture.** We believe our culture, where we genuinely care for each other, have fun, and live the Bug House Way, gives us our competitive advantage. Our culture allows us to be agile, be adaptable, overcome obstacles, and team-up for solutions.

22. **What if?** We challenge our thoughts and perceptions by asking “What If?” When we push our thinking outside the boxes we place ourselves in, we transform ourselves while moving forward.

23. **Embrace Change.** As we grow to meet our customers' needs, change is guaranteed. We strive to embrace change as we value being part of a team that leads the way in innovation and progressive thinking.

24. **Celebrate.** At Bug House, we are a family that believes in each other. We will lift each other up, face challenges together, and celebrate our wins together. As a united front, we can and will conquer anything we set our minds to – all while having fun!