

Hussell

VOLUME 8



This year Russell Hendrix won Large Volume Dealer of the Year. The trophy has been making its way to each of our locations.

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RH Montreal Donated 2 Brute ovens to Chef Normand Hamel from Centrech.

ESI Large Volume Dealer of the Year



ESI Trophy Tour

As you may remember from the last Hussell, RH won the ESI Dealer of the Year Award. As a way to celebrate our victory, the trophy has been making its way to each of our locations. As someone mentioned, it's our "Stanley Cup" way of saying well done!



As a refresher, our Suppliers voted based on the following:

- ▶ Which Dealer is their biggest supporter (i.e. volume)
- ▶ The Dealer that goes out of their way to lead or spec their supplier in day-to-day business (i.e. Multi-Unit or street sales).
- ▶ Showroom support by stocking suppliers products
- ▶ Dealers that give suppliers opportunities to go in and train their staff or have their staff go to the Suppliers factory/office
- ▶ Dealers who allow the supplier to go on sales calls
- ▶ Participation in ESI Promotions & Flyers

Sales and Development day and ESI Spring Training Event.

ESI Spring training on May 8th was a huge success where 18 priority Vendors presented to RH sales from Western provinces. This is a reoccurring annual event which is hosted by ESI buying group where vendors have the opportunity to present new and innovative products to our sales teams.

On May 9 Russell Hendrix hosted a "Be FIRST" Sales Training and Development day in Vancouver. Over 60 of our Regional Sales, Chain Sales and Contract Sales + senior purchasers from Winnipeg to Victoria attended. We had 4 Vendors present unique market ideas and information on the Food Service Industry.

- **WD Colledge "The Power of Collaboration"**
- **Silver Chef "Let's Make It Happen"**
- **Steelite "Steelite Trends"**
- **Hobart "Hobart & Vulcan Innovations"**

Our CEO, Mike Kane, kicked off our event and shared his thoughts on our progress to date and on future outlook.

- **"We are shifting from being Internally Focused to being Customer focused"**
- **"Our new shift requires us to demonstrate: AWARENESS , ADAPTABILITY and AGILITY"**

The day also included an excellent guest speaker Shane Gibson, Professional Speaker and Author - Shane shared an interactive presentation on "Transformational Selling" The Art of Asking Questions and Setting and Achieving Powerful Goals. (closingbigger.net)



NPS Update

Net Promoter Score (NPS) is a question asked to customers to see how likely they are to recommend us to a friend or colleague. NPS is used to predict organic growth, or how much we will grow (or shrink) based on word of mouth referrals.

Answers are on a scale from 0 to 10. Customers that provide a 9 or 10 rating are considered 'promoters'. Customers that provide 7 or 8 are considered 'passive', and lastly, customers that provide 0-6 are considered 'detractors'.

**0-6****7-8****9-10**

To determine the score, we take the promoters minus the detractors and divide by the number of respondents. The score will be a number from -100 to +100. Telecom companies often have ratings below zero, while world leading brands such as Apple have scored in the 70s or 80s.



Evolution of NPS reporting at Russell Hendrix

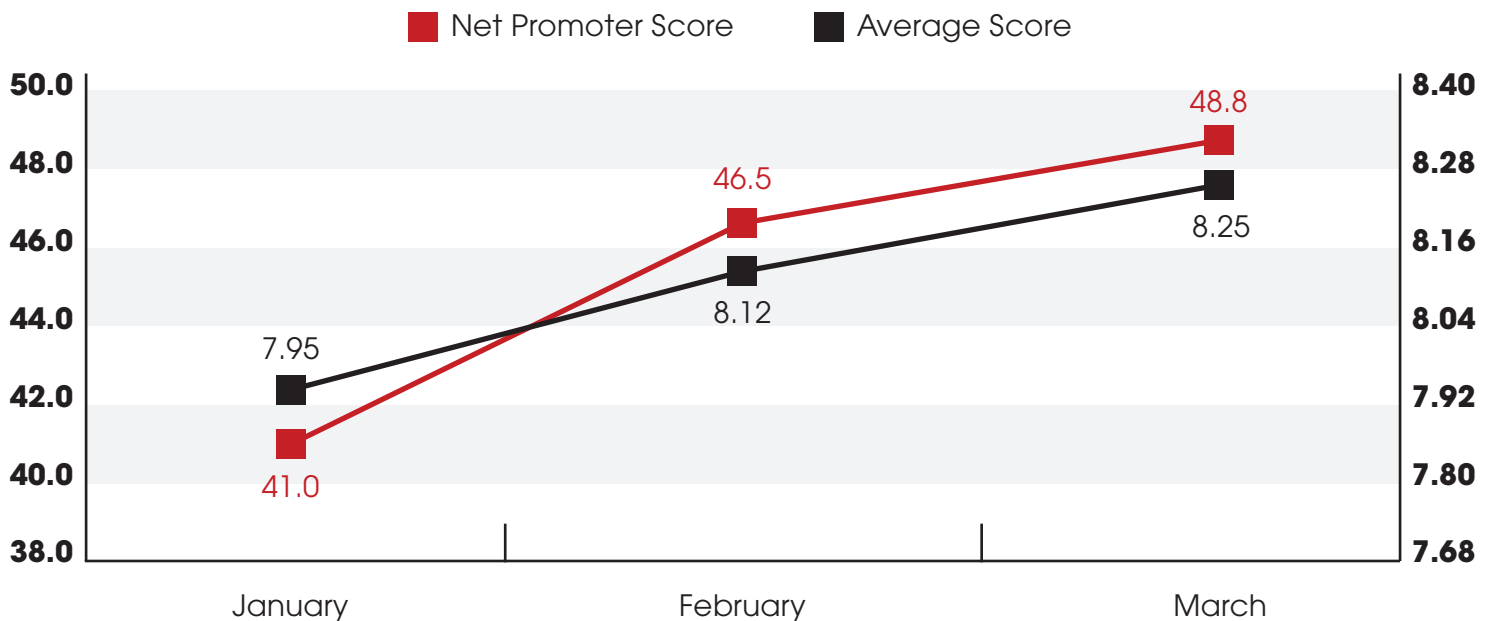
Our company has used many different methods of gathering NPS over the last year. We sent a survey to our mailing list using Wootric a few times last Spring and Summer. This was well received, but it was limited in scope. Our mailing list is over-represented by residential customers, and we wanted to get feedback from all profit centres.

We tried a pop-up survey on our new website when we relaunched in September. This was considered by many to be "annoying" so we took it down.

Starting this year, we send a monthly survey to all customers who placed an order with us and who have a valid email address in Traverse. We also send a survey with all email invoices that are generated from Traverse.

How are we doing?

Our January survey, plus the email invoice responses, comprise our new company "baseline NPS". This is the methodology we will be using for the foreseeable future. For January, our NPS was 41.0 on a scale from -100 to +100, with an average response of 7.95 on a scale from 0-10.



How does this compare to other companies?

Most publicly reported NPS figures are from B2C companies, while most of our business is B2B. So it makes it difficult to find relevant comparisons. However, across just about every sector, we would be considered better than average. So that's something to celebrate.

Since January, our score has been consistently increasing. Every interaction with a customer has the potential to increase or decrease this number. What matters more than our baseline score is our ability to consistently improve this score. This means meeting and exceeding customers demands at every possible opportunity.

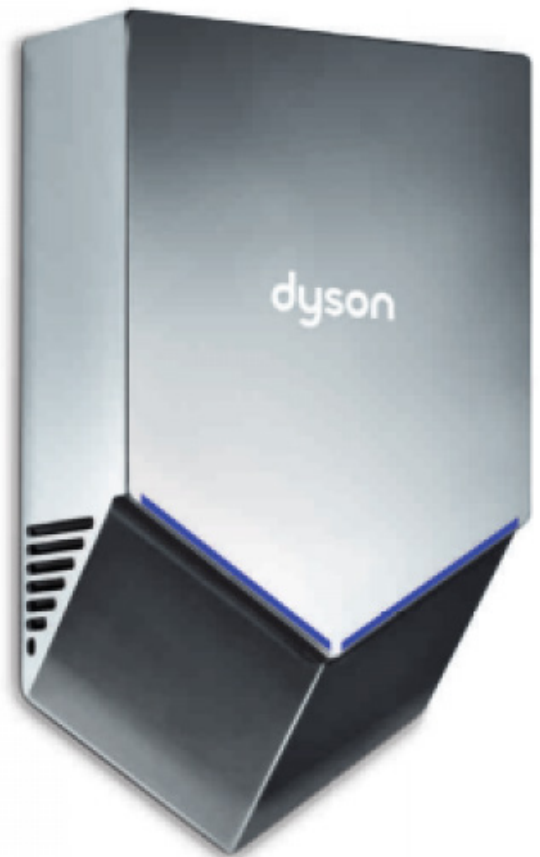
Let's keep up the good work.

Strategic Brands

Dyson offered RH a variety of SPIFFs for our sales team to kick off RH becoming the Canadian Distributor in foodservice for their hand dryers. The winners for the first quarter were William Wong and John Cooper, who both sold the most units.

For those not familiar with SPIFFs, SPIFF, SPIF or SPIV refers to the practice of paying a small, immediate bonus for a sale to a salesperson. It's a way to encourage a salesperson to push one product more often than a non-SPIFF paid product. It's usually paid to the employee by the manufacturer whose products are recommended or by their employer.

DYSON AIRBLADE



Marty Allison, Dyson Canada, delighted to present William Wong with his new Dyson Cinetic Upright Vacuum (MSRP \$799)



Bruce Cook, Dyson Canada, and Collin Von Hansen RSL, are happy to present John Cooper with his new Dyson Pure Link Purifier (MSRP \$599)

That said, by selling the Dyson Airblade to our customers we are helping them save money. By switching to a Dyson our customers experience a significant cost savings versus using paper towels, and are helping reduce waste and be more green friendly.

RH Events



BBQ Ottawa

Ottawa branches hosted a BBQ lunch. This was a great way to get everyone together and kick off the long weekend! There was an overnight roast provided by Alto Shaam, sausages on the Big Green Egg, some delicious appetizers by Rational and some beer from Broadhead Brewery. Big shout out to Darcy Hawkins, Wes Chaisson and Ola Spec for all of the help with setting up, cooking and clean up!

BBQ Edmonton

Edmonton construction team also hosted a BBQ for all staff. Todd Murchinson (RCM) was put on grilling duties for the day!



QUEST BBQ Vancouver

Spring is here (finally), which means BGE demos are in full swing! Shoutout to Brockville and Abbotsford who both sold BGE packages in May!

BIG BREEN EGG Demos

The season of grilling is here to stay! In May Quest also hosted a BBQ for the entire Vancouver team.





STOELTING TRAINING

Some of our sales staff got a chance to learn first hand how to properly use and sell Stoelting machines. Above are some of our employees at the PreGel training.



HOSPITALITY AWARDS Toronto

Biju Phillip and Neil Baker attended the Hospitality awards in Toronto on behalf of RH. Pictured with Neil and Biju is the Customer Service Manager from Garland, Mary.

Charity

Montreal

RH Montreal had 2 used Brute oven's from a Suncor job from a few years ago. These units were originally going to be thrown away but RH took them with hopes of selling them used. RH Montreal ended up donating them to Chef Normand Hamel from Centrech (Carrefour D'entraide et des Retrouvailles du Cap-Haitien) for use in their kitchen. The other day Mr. Levesque L'amour meet with RH to thank us for the donation and gifted us printed posters of the oven in use at the College Jean-Paul II.



New Builds



Curbside Edmonton

Curbside was done by Apollo Manufacturing in Burnaby B.C. they did the canopy and stainless, RH supplied all the cooking and refrigeration equipment (worth around \$38,000.00). The equipment consisted of convection ovens, fryers, flat top warming cabinet, refrigerated cold wells, coolers and a sandwich table.



Fairmont Banff Springs

Below are images from a recent project that Quest completed at the Fairmont Banff Springs in Alberta. Natasha Armstong was the lead Designer for the project, Lee Amy also worked alongside Natasha on all the custom design items. All of the cooking equipment was supplied by Quest (minus the specialty pieces (combi, pizza oven, and rotisserie). The bar equipment was specified by Perlick and our a local installer Quality Stainless did the install.



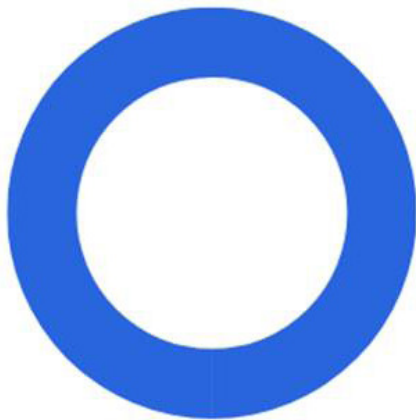
Yammer

What is Yammer?

As many of you have seen we've adapted the internal social platform called Yammer. We are currently up to 332 members! If you are unfamiliar with the program it is best described as an open, fun and informative communication platform for organizations. Yammer helps improve engagement with employees in an organization. The platform helps to enhance communication and build a culture of transparency, keeping everyone aligned, and moving forward. Employees can build communities of interest around shared topics, interests, or areas of practice. You can gather ideas and feedback from across your network of colleagues to build on the work of others and achieve better outcomes.

Active People

337 ↑ 1144%



● Members

337 ↑ 1144%

People Who Posted Messages

66/337

People Who Read Messages

308/337

People Who Liked Messages

91/337

There are a bunch of different groups you can join. These groups were made by employees with the intent to encourage people to participate and stay up to date with what their co-workers are working on.

Teamwork & Resourcefulness

Website Visitor Request

Requester Email: ranjish.p@gmail.com

Description: Query on store pickup

Website Address: <https://www.russellhendrix.com/checkout?returnUri=%2Fcategory%2F390%2Finsulated-carriers%3Fvector%3D-916->

Location: Miami, FL, United States

When inquiries are posted on the RH Web site after hours, they come to me and Paul. I monitor these and send them either to the CS team, one of our showrooms or the appropriate Rep to follow up on. There isn't much info in Mr. Ranjish Poovadan's first contact with us, as you can see above, but we did have his email. I sent a quick response to gather more info.

This gentleman is the Beverage Operations Manager for this huge ship. Ranjish Poovadan then contacted CS through the Live Chat feature and we were able to answer his questions for items to be picked up at our Vancouver showroom on Thursday. There is a tight window for him to be able to leave the ship to get to the store but with Colleen at the Vancouver store assistance, we are making this happen. Simon and Lucie at the Chilliwack warehouse have been a great help for arranging for the sales order to be filled and delivered on time, as some of the product is at the store and the rest at the warehouse.

This order equals just over \$2600 which isn't big but the good will is immense. Mr. Poovadan was really happy with our service and how we made this work for his needs. He figured it was a long shot to try and contact us from our web site and was thrilled that our company can provide this level of service for a customer sailing the seas.

He is also using the Payment Link to complete the purchase so as you can see, all these new and improved web features that Paul's team have implemented over the years are great tools for any one to use to shop with us. And, it will only keep getting better with the continued features that Marketing is initiating on all the websites.

This is a wonderful example of interdepartmental teamwork to make an unusual request happen. I am very proud of how this came together!

Cheers
Betty

Customer Reviews

Winnipeg



Donald Joyce
2 days ago

★★★★★ Helpful staff and a decent selection of products.

← Reply



Julian Grushka
3 weeks ago

★★★★★ The user didn't write a review, and has left just a rating.

← Reply



Ryan Silveira
5 weeks ago

★★★★★ The user didn't write a review, and has left just a rating.

← Reply

Calgary



rob winniethedude
2 days ago

★★★★★ The user didn't write a review, and has left just a rating.

← Reply



Wassnthaa Fonseka
4 days ago

★★★★★ The user didn't write a review, and has left just a rating.

← Reply



Chris Armstrong
2 weeks ago

★★★★★ Really good items and advice from professional chefs to help with your at home gourmet cooking

← Reply

Ottawa



Sandee Rosien
1 week ago

★★★★★ Attentive and knowledge staff. Great products.

← Reply



Troy Levenson
7 weeks ago

★★★★★ The user didn't write a review, and has left just a rating.

← Reply

Thunder Bay



Janelle Wiebe
4 weeks ago

★★★★★ The user didn't write a review, and has left just a rating.

← Reply



Benjamin Rawlins
5 weeks ago

★★★★★ I go there just to buy new products

← Reply

Victoria



Jean St. Amand
6 weeks ago

★★★★★ Dale Ajas was friendly, polite and very helpful.

← Reply

London



James Babbey
4 weeks ago

★★★★★ Have wanted to come here for years. Was not disappointed! Found lots of quality kitchen tools at great prices. If you like to cook it's a must stop and visit. Staff was pleasant and helpful.

← Reply

Social Media

Employees who share their company's social media updates—when done properly—can dramatically increase a company's total following, extending the reach and impact of its messages. You'll see from the image Tom Fortington created, our current social reach is 6961 people (when we combine all of our social following). If we multiply that by how many employees we have and the average following of those employees, we see how that reach can dramatically increase.

RH | Social Media Reach

MAY 2018



I encourage all of you to take a look at our social pages, which I will list below, and share stories and posts as often as you can.

Instagram: <https://www.instagram.com/rhfoodequip/>

Facebook: <https://www.facebook.com/RHFoodEquip/>

Twitter: <https://twitter.com/RHFoodEquip>

LinkedIn: <https://www.linkedin.com/company/russellhendrixfoodserviceequip/>