

Engage employees

The level of skill and commitment of our employees plays a critical role in our efficiency, profitability and future success.

Making it personal for employees

On a daily basis, our employees are on the front-line, operating the business, nurturing the relationships we have with customers, and actively participating in the communities we serve. Through our internal referral program, we encourage and enable our employees to help solve customer issues by personally engaging our customer service experts. By taking responsibility and establishing personal connections, employees are helping us fulfill our organization's promise to customers.

Building a performance-based culture

In our new leaner and more nimble organization, the importance of individual employee contribution is vital to our success. We are empowering employees to prioritize work, simplify processes and make the exceptional customer experience a point of personal pride.

In 2009, we have recognized this by strengthening the connection between personal performance and the achievement of corporate objectives in our incentive-based compensation programs. Also in 2009, we will continue to provide growth and learning opportunities and leadership training for our employees, including front-line managers.

It is the efforts of employees throughout our territory that will have the greatest effect on our future success. The skill, dedication and commitment of employees like Julie Lilly of Halifax will ensure we retain our customers, and remain competitive and profitable in the years to come.