

The background of the cover is a photograph of a retail store's hair product aisle. Shelves are filled with various bottles and containers of hair care products. A sign above the shelves reads "TEXTURED HAIR SOLUTIONS".

apollo oracle

Jan/Feb 2020

IN THIS EDITION

*Inside Apollo's Call Center,
Apollo Has Text Messaging,
Facebook & Apollo Buzz*

plus ...

*Apollo Kudos,
& More!*

Message from our CEO

Dear Apollo Retail Employees:

I wanted to reach out to you in this unprecedented time of uncertainty and panic. At this time, most of our customers are saying "business as usual". A few have asked us to shift from project work to focus on helping them keep their stores clean and stocked. And finally, some have shifted work out to future months.

Most of you want to keep working, and for that we're grateful, as are our customers. Some of you have expressed that you aren't comfortable going into stores or consumer homes.

I want to emphasize that each and every employee should first and foremost do what they feel is best for themselves

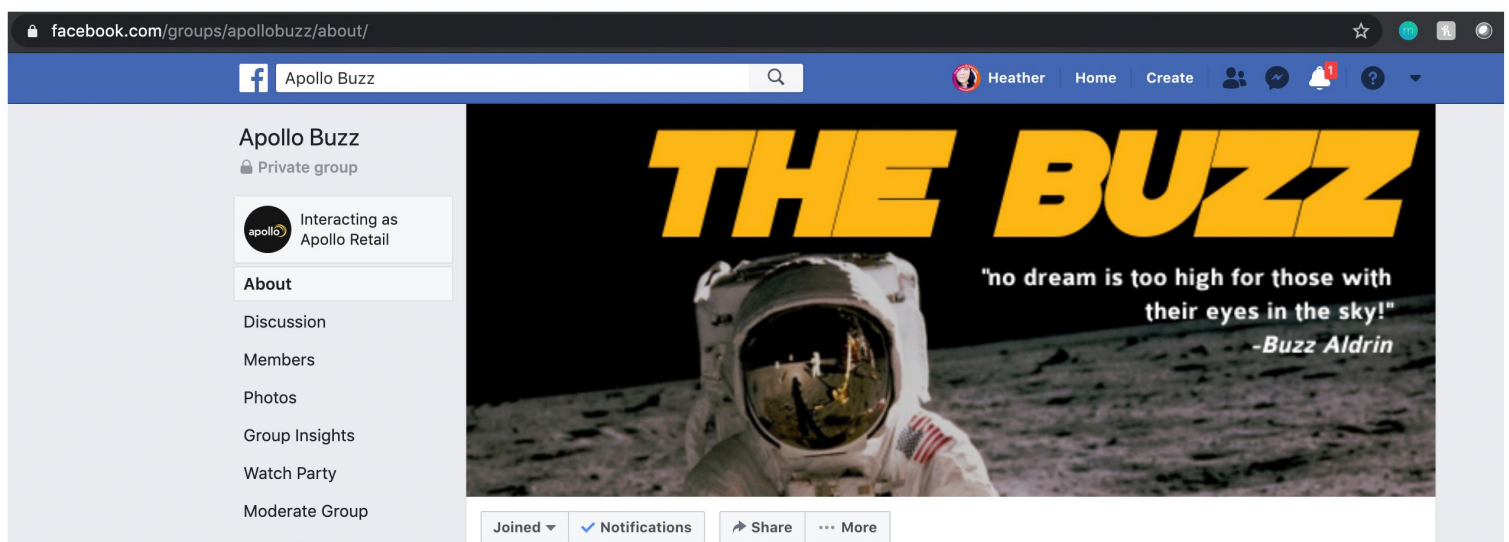
and their families. As the situation continues to evolve we will keep you updated as to work available. We ask that you keep your District Managers updated with your availability.

Lastly, I'd like to thank all of you for your extraordinary efforts on behalf of Apollo, I pray for your safety and that of your families, and believe that we will all get through this together.

Mike Sunderland
CEO



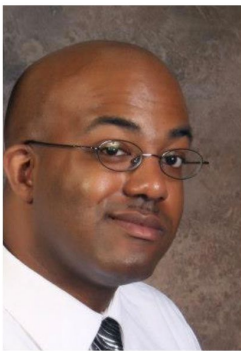
Please stay connected through our Private Facebook Group "Apollo Buzz" you must like Apollo Retail Facebook page first and answer the member questions! www.facebook.com/groups/apollobuzz





CERTIFICATE OF EXCELLENCE

This certificate is presented to



Jawan Wilson
Team Lead

Jawan is seasoned, organized and such a valuable partner within our team. He consistently helps to improve our processes by being available and goes above and beyond to provide feedback and insight from store-level. Thank you for all the work you do at Apollo, it's not going unnoticed!



Brenda McNabb
Project Manager

Brenda has been a tremendous asset to the Service division. She never says "no". She always has a smile on her face in speaking with clients. That translates well even over the phone. We have gotten call backs to do work for clients where we didn't necessarily perform well but because Brenda was managing the projects, they decided to give us another shot.

Brenda is truly deserving of this award.

for demonstration of superior performance, hard work and dedication.

C. Michael Sunderland
President



A handwritten signature in black ink that reads "C. Michael Sunderland".

CAN I GET A
WOOP!
WOOP!

APPLAUSE, PLEASE!

Jackie & Brian Schumacher, Karine Allegretti, Ronda Chapman, Jeanne Dunbar, Pamela Sheraski, Cari Hogan. Meijer Store 292.

Set looks fantastic! - Meijer

Steven Hawk

The customer, Darla called to compliment Steven. Darla said that Steven was professional, personable, friendly, funny, pleasant, and did a great assembly (she went on and on, could not say enough positive things). - Lynn Wade

Darrell Davis

I was extremely impressed with his professionalism, promptness, and work ethic!- Assembly Customer

Anthony Farmer

He is a true professional and did a wonderful job!- Assembly Customer

Ivan Mercenit

Great job! Fast and showed up on time!- Assembly Customer

Amy & Donald Harrison, Becky Hall, Chase Kinler - ULTA 81200

I just want to let you know what a sheer pleasure it was to work with Amy & Don Harrison as our team leads. They are professionals, considerate, thoughtful, easy to work with & delightful people. It's been a long time since I've worked with such outstanding & hard working people. Everyone takes for granted that the team they are placed with will work out well. In this case we were all blessed. - ULTA

Anwar Duzan

A few days ago I believe 12 Feb 2020 Anwar put together a desk and 2 cabinets for us . just want to say how professional he was and his great customer Service thank you again for your Service Ron Smith- Customer

CAN I GET A
WOOP!
WOOP!

APPLAUSE, PLEASE!

**Mark Adame, Sara Doss, Gwen Boardman, Brenda Braswell,
Virginia Johnson, Hope Blackwell, Xevier Blackwell, Tiara Ware,
Tiffani Washington, & Lisa Eastwood**

Team lead revisited Ulta 83 today for the parts go back shift even though store said there wasn't any, she did find a few things to place. The manager said she was super happy with our work on the resets and said that things seem to be going much smoother with us (Apollo) than with previous companies that had serviced their stores.- Melissa Hardy, DM

Sean Bruggers and Shayla Potter

I was fortunate enough to work with Shawn and Shaye in Lakewood, Colorado. If I go back I will be requesting them both! These two compliment each other and are hard workers. Shaye cleans like no tomorrow. She cleaned a sink in the back room and the Market Manager asked if we got a new mop sink, because it was so white. I told him no Shaye cleaned it. He was really impressed with how clean the back room was at that point and organized. Shawn if you need anything built and you do not have instructions and cannot figure it out just let him know and he can get it done. They both know how to make tags and sequence and have no trouble doing it either. Shaye is a strong merchandiser, show her the planogram tell her what kind of adjustments may need done and she can do it. Shawn he is a good merchandiser he just needs a little guidance and he can do what you need. I would love to work with these two again in the future both are hard workers and can do any task we ask for with little to no coaching. These two are keepers!- 7-Eleven

Sharon Graham

Having Sharon has been a blessing for myself and the store! She navigated an ever-changing crew without missing a beat and always put our customers and associates first. Her personality is bright and bubbly, her work ethic was consistent and the pride she took in her role at the store was infectious. I can't endorse Sharon enough for any future projects that require a dynamic strong leader. - Bek, Staples. I'd absolutely echo Rebekah's sentiments here 100%. Throughout the project I've shared with you how high an opinion we've had about Sharon's leadership, and it absolutely was a major factor in keeping this store progressing as smoothly as it has.- Brian, Staples.

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WOOP!

APPLAUSE, PLEASE!

Lee Stewart

"Lee has been FABULOUS" - Customer

Shane Carter

"The young man that came to our office today did a great job! He was polite, and cleaned up all the mess. Nice job!"-- Customer

Tammara Arredondo and Brittany Padilla

Tammara and Brittany good afternoon. I wanted to reach out and thank you both for the awesome job you did pulling in a team together to complete the Orange, CA store a day early. I literally just spoke with the Staples PM Kenny and he was in the store and had not but high praises on our execution, the team, and the final results. The CEO hasn't arrived at the store yet but everyone on the Staples team wanted me to share their appreciation for the teams effort. Again thank you for making this happen. The two of you showed our client why we are the best service team. - Stephen Kennelly

Lynn Wade, Jakob Starnes, and CSA Team

Together they have been doing an outstanding job for my team on any/all customer issues. Jakob has gone above his duties to make sure the customer is taken care of for us. I would like to thank them all for their continue support for the field. - Erik Scheiber, DM

Glen Yackel

Just wanted to give a shout out to Glen Yackel. He built my desk for me when I started working from home. I am moving now and he disassembled the desk for me for my move. He showed up on time within his window and as my past experience, he was friendly and professional and had it disassembled in no time. He even took the time to stack it up for me neatly for me. That desk is large and heavy and although I probably could have done it on my own it would have been difficult. Just wanted to take the time to let you know Glen does a great job.- Dawn Warren

Jason Cain

I was extremely impressed with the quality of Jason's service. He did everything from making sure all of our furniture would pass any safety inspections to cleaning off the glass desks with some windex. He truly went above and beyond and I wanted to show my appreciation ! - Office Depot manager

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APPLAUSE, PLEASE!

Jason Cain (continued)

I greatly appreciate Jason's explanation of Apollo Retail's policies and his making the time this morning to do the desk construction. My husband and I own 2 companies and are aware of customer service failings and pluses. Office Max is a failing and Apollo Retail is a definite plus. Customer service is what keeps us all in business.

Paul Bravo

Paul was wonderful, called ahead, arrived when he said he would, and did a good job assembling my desk. He was professional and friendly. -- Customer

Customer called and just wanted to let us know how amazing he was and how fast he was able to get it done. She was in such awe of our technician. She just wanted us to know that we have a wonderful tech working for us and is working very hard. She will also be leaving a good review on the website once she gets her computer running. -- CSA Agent

Richard DelDonno

Richard's quality and timeliness exceeded all expectations! He was absolutely awesome! - Customer

Gwynne MacCartney

Outstanding work! He did a great job! - Assembly Customer

Monica Smith and Team

They were so polite and amazing to work with! I hope to see them soon.- ULTA Bridgehampton

Ulta 1241- Riverheard Reset Team

Everything went swimmingly and your team was very professional and efficient. I wanted to reach out and let you know how amazing they were to work with, and the communication between us was fantastic. Thank you for sending us such a wonderful team to do this reset for us. - Ulta

Ulta 1530- Philadelphia Reset Team

Huge shout out from Ulta ! This manager is very vocal and hard to impress so it is a huge compliment ! -Lisa Hester

Ulta 1524, 1241 - NY Reset Teams

Professional, Polite, and Efficient!!

What Are They Talking About in the Call Center?

By Ryan Works

For a nationwide company like Apollo Retail Specialists, a call center is a crucial department. In fact, many of Apollo's services rely on the diligence of its call center's Customer Service Agents, otherwise known as CSAs for short. This is why Apollo's CSAs are taking calls from and making calls to hundreds of customers every day. But what are they talking about?

REPLACEMENT PARTS

Well, a large portion of these calls are about replacement parts. If customers receive items with damaged, defective, or missing parts, Apollo's CSAs are likely to hear about it. These are CSA Heber Morales' favorite kind of calls because they're "short and straightforward." Usually these calls come from techs ordering parts or customers verifying the status of those orders. In either case, Apollo's CSAs take great care during these calls, so replacement parts can be logged, ordered, tracked, and replaced. This way, the CSAs reassure customers that Apollo's actively resolving the issue. But before anything is even scheduled, most customers need some answers.

INQUIRIES

The second largest amount of calls Apollo receives are general inquiries. The call center receives inquiries when prospective customers realize their furniture's more complex than they'd anticipated. During inquiries, customers may want to determine the first available date, evaluate the assembly cost, or discuss the assembly process. "Inquiries are important for two reasons," according to CSA Joanne Rowlands. "Firstly, inquiries regularly become orders; and secondly,

inquiries are Apollo's first impressions." This is why the CSAs handle inquiries with professionalism and courtesy. Other than inquiries and replacement parts, most calls are about something more fundamental.

SCHEDULING

Apollo's CSAs spend hours scheduling and re-scheduling assemblies. According to call center Manager Lynn Wade, "These easily make up more than half of all inbound and outbound calls." Whether they schedule assemblies through the call center or another resource, customers regularly request different dates. They may prefer sooner dates, later dates, or different times on the same dates. Frequently the same customers call back to re-schedule once, sometimes twice more (and sometimes back to their original dates).

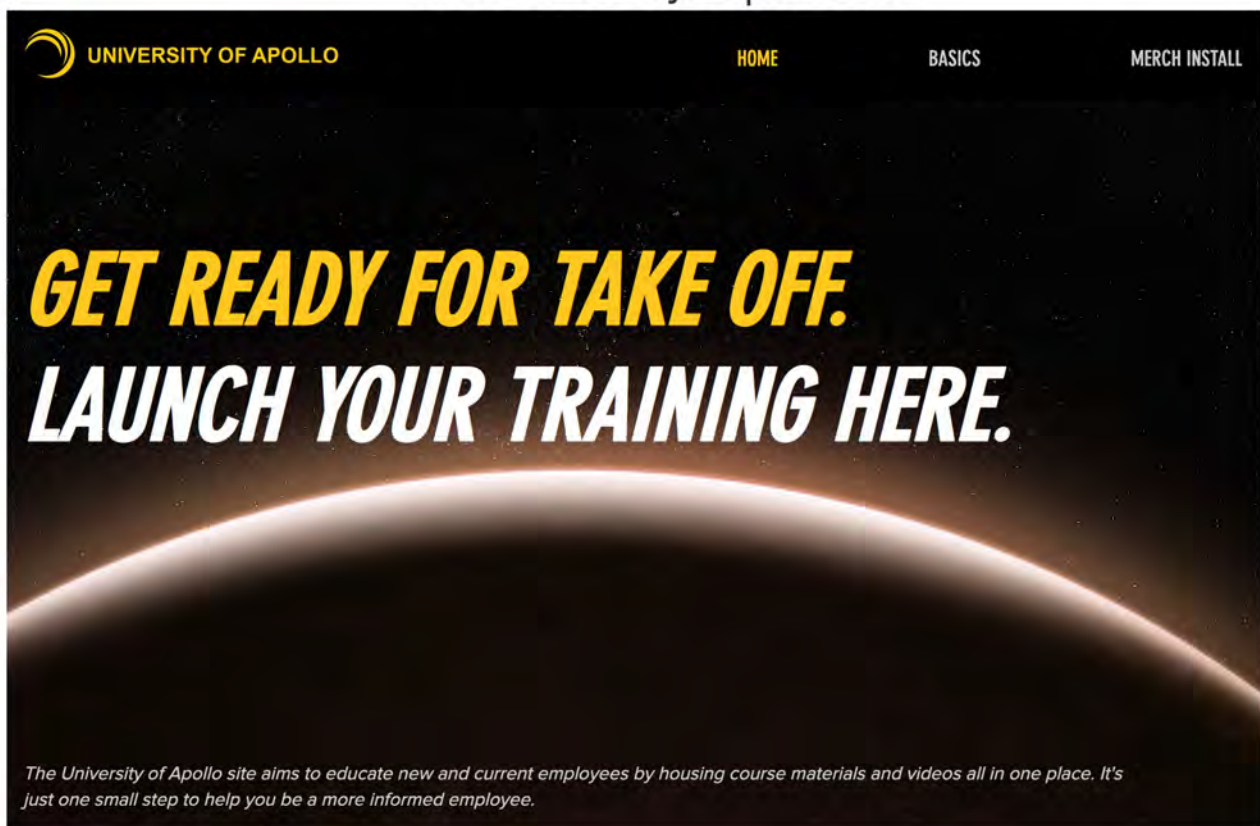
On any given day, the CSAs can be found discussing one of these three topics with customers. But calls aren't always that simple. Between back-ordered parts, misconceptions about the assembly process, and preferences about scheduling, calls can get complicated fast. Especially when the topics intersect. But in the call center, resolving complex issues with customers makes for a "fun and satisfying challenge," according to CSA Jake Starnes. Since this may not be everyone's idea of "fun," Apollo's grateful that its call center is staffed by can-do CSAs dedicated to assisting customers.



Did you know?

Our Employee Training website has a Management portal? If you're a PM, DM, DC, or above, please make sure you get the password from Marketing to access this section. Go to the website, click on MORE, then MANAGEMENT. Enter the password and save in your keychain. Bookmark the page!

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TRAIN NOW



A Congrats is in Order for these recent promotions:

Tammy Alemazkour - Sr. Director of the Merch/Install Division

Judie Still- District Manager of the Northern Pacific territory

And congrats to our recent new hire:

Michael Sunderland - Director of Talent Acquisition

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- Recently Engaged or Married? We'd love to share your announcement! Send in your engagement photo/marriage portrait along with the details!
- Celebrating the life of a new born? We'd love to announce a birth of a child/grandchild - send in a photo along with some details!
- Cherished Family Recipes
- Photos of your favorite pets

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