

Customer Charter

Code of Conduct

CARE

Show concern & Consideration for customer needs & wants

LOYALTY

Build willingness to continue doing business with FAS and its brand

INNOVATE

Innovate to solve customer challenges & meet future demands

EVOLVE

Improve the customer experience a little bit every day

NOTEWORTHY

Stands out worthy of attention

TEAM

Work collaboratively, harnessing the power of the team

FAIRNESS

Treating customers with impartiality & equality

OWNERSHIP

Ensure all employees follow policy & procedures

COMMUNICATION

Communication is key both externally and internally

UNBEATABLE

Our products & Services are competitive

SUPPORTIVE

Provide assistance to customers through great customer service

EDUCATE

Help customers learn & develop knowledge regarding fire protection

DILIGENT

Paying close attention to customer needs

