

THE **WITT** WAY

OUR MISSION

WHY WE EXIST



Our Mission

To make lives better
for our customers
and our employees.

OUR VISION

WHAT WE ASPIRE TO BE

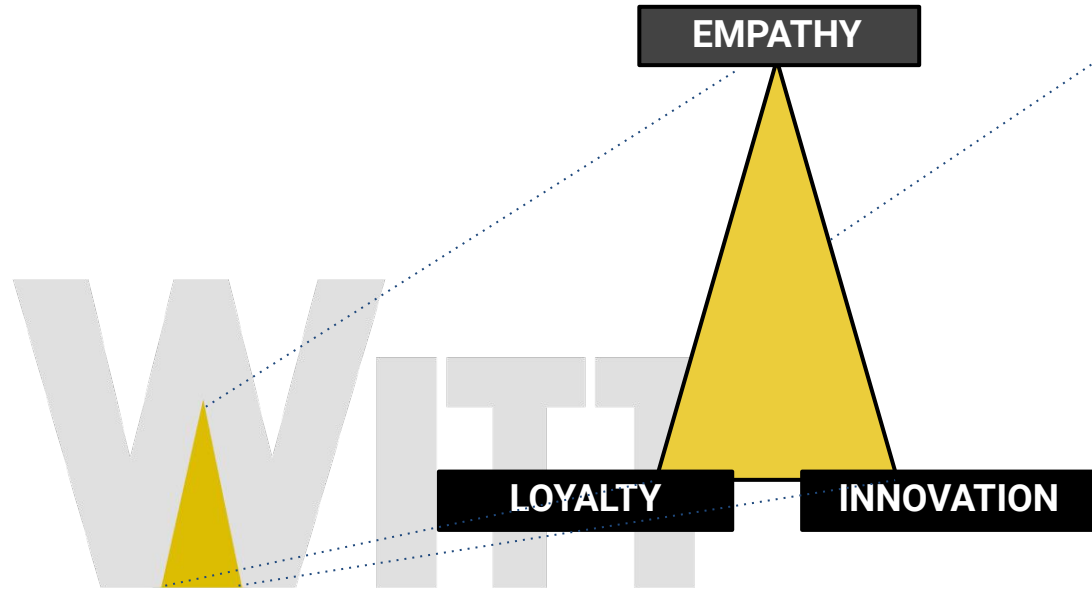
To be the pioneering
and premier field
service provider and
top employer in the
region.

A young child with blonde hair is shown in profile, looking through a pair of binoculars. The child is wearing a light-colored shirt. The background is a soft, out-of-focus outdoor setting. The text "Our Vision" is overlaid in large white font on the right side of the image.

Our Vision

OUR **3** CORE VALUES

WHO WE ARE



The 3 points of the triangle reflect our 3 distinct core values but is also symbolic of the Golden Triangle, a nickname used for Downtown Pittsburgh.

A pair of hands, one above the other, holding a bright red heart. The hands are positioned as if presenting or offering the heart. The background is a soft, out-of-focus grey.

Empathy

By trying to understand someone else's perspective or circumstances [whether we agree with them or not], we will make them feel heard, strengthen the connection, and enhance the customer service experience and workplace atmosphere.

Loyalty is the bond that holds our business together. It is the commitment to each other, the devotion to our customers and our allegiance to the WITT Way.

A photograph of four hands stacked on top of each other, symbolizing unity and loyalty. The hands are of different skin tones and are positioned in a way that suggests a strong bond. The word "Loyalty" is overlaid in white text on the stack of hands.

Loyalty

A glowing lightbulb with a small plant growing inside it, symbolizing innovation. The lightbulb is illuminated from within, casting a warm glow. The plant has three leaves and a thin stem. The background is dark with some light spots, suggesting a night sky or a dark environment. The word "Innovation" is written in large, white, bold letters across the middle of the image.

Innovation

We're not just the region's oldest, we're also the most advanced - adopting the latest technologies and embracing curiosity and change for the continuous improvement in both our customer and employee experiences.

OUR **8** GUIDING PRINCIPLES

WHAT WE DO

WITT's Guiding Principles



WITT's Guiding Principles



Care deeply and sincerely

Be conscientious of our customers and our coworkers by making real connections, actively listening, and being open, friendly, and genuine.

WITT's Guiding Principles



Create meaningful experiences

Do more than just deliver service by striving to create positive and memorable moments, eliciting true delight from our customers and other coworkers.

WITT's Guiding Principles



Safety first

Employee safety, as well as the safety of our customers and the environment, is priority #1.

We must be cautious and responsible in performing every work activity including safe driving, safe storage and safe application.

WITT's Guiding Principles



Do the right thing

Our behavior should come from a place of integrity and demonstrate good moral character.

It's what we do when no one is looking.

WITT's Guiding Principles



Do it right the first time

Doing it right the first time requires just that little bit of extra care and attention upfront, so as to prevent any subsequent disruption for the individual, our coworkers, and ultimately our customers.

WITT's Guiding Principles



Focus on solutions

When we approach an issue, we should apply our creativity and proactive mindset to develop solutions, rather than wasting valuable time and energy pointing fingers or dwelling on problems.

WITT's Guiding Principles



Be responsive

Be diligent about thoughtfully, consistently and promptly responding to the needs of our customers and coworkers.

WITT's Guiding Principles



Be easy to do business with

Every transaction or interaction with our customers, from scheduling to bill payment, should be effortless and convenient for them.