



Needham

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To Whom It May Concern:

We at DDB Needham have an internal motto: **Better Ideas. Better Results.** And we believe that a good idea can come from any source. So it is a natural next step that we see applications beyond the world of advertising and like to "cross pollinate" good ideas and information from one of our clients to another.

Both CIGNA Corporation and Mobil are advertising clients of DDB Needham. So when CIGNA came to us looking for a speaker with actual hands-on experience in implementing a national customer service strategy, it seemed the right thing to do to put them in touch with Mobil which had just completed the roll-out of a major service initiative. And Terry McKenna was the natural choice to share his Mobil experience with CIGNA.

Terry was a huge success with CIGNA's Service Council. He gave a lively, powerful and inspiring presentation that proved very relevant to CIGNA's own efforts. Months later, CIGNA is still drawing inspiration from the personal experience Terry so vividly shared with them.

The personal knowledge and understanding of the issues and concerns CIGNA was facing that Terry brought to the presentation provided both the encouragement and valuable advice CIGNA needed and allowed its Service Council to move forward confidently.

Both DDB Needham and CIGNA Corporate Marketing benefitted from Terry's willingness to share his experience and insight with others.

Sincerely,

A handwritten signature in cursive script that reads 'Danielle Toussaint'.

Danielle Toussaint
Vice President, Account Supervisor