

# Why elephants?



*Do you see the elephant in our logo?  
An ear, one tusk and the trunk form a silhouette.  
Tembua's elephant is our metaphor for customer service.*



*The sharp tusks remind us that a satisfied customer is the point of doing business.*



*The big floppy ears illustrate the need to really listen to a client.*



*That searching trunk helps us remember to keep hunting, tracking down the small details needed to complete an excellent translation.*



*The wrinkled skin reminds us that we, too, must have room inside our corporate skin to stretch to meet our clients' needs.*



**At the end of the elephant is the swinging tail.  
It's our cue to remember that the little touches count in customer service.**



**And don't forget the elephant's phenomenal memory.  
We note our clients' preferences and remember them.**