die-tech

Brief

Stamping Ideas Into Reality

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Customers: Fragile, Handle with Care

The rules have changed. "It isn't enough just to manufacture the best product," admits James Riddle, Business Development Engineer at Die-Tech. "We have to learn what our customers' value and go the extra mile to provide it."

Service, in Riddle's mind, involves a personal touch and he cites an example: over the past seven years, Die-Tech has supplied approximately 60 million parts to a manufacturer in the aerospace industry. Parts were being shipped as fast as Die-Tech could produce them. During that period, the products were shipped by the same shipper and in all instances arrived at their destinations without any damage. In August of this year, a series of disasters occurred -- shipments of parts arrived at the customer's dock in packages that were torn, dented and broken.

Riddle explains that shipping is the responsibility of the customer. "Our terms are FOB. We get the parts on the truck and our obligation is finished." However, when he received news of damaged shipments, he realized that it called for immediate action. All scheduled shipments with that shipper were discontinued immediately and the order of 240,000 parts that was scheduled to leave our plant that day was repackaged.

We then contacted several packaging suppliers and explained the situation. Within one day we received samples of packaging options. New packaging materials

were chosen and within four days of being notified that shipments were arriving damaged, we had completely changed our packaging process," reported Riddle.

Die-Tech has always focused on establishing best-in-industry customer service processes that include regular customer feedback. Riddle believes that exceptional customer service means going beyond what is expected. "When we requested feedback on the results of our efforts, it was a fantastic feeling to hear our customer tell us we did a great job."

Are you frustrated working with companies that tell you, "it's not our problem after we put it on the truck"? Perhaps it is time to contact one of Die-Tech's Business Development Engineers.

Die-Tech wishes you happy holidays and a bright new year!

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