



NUNNSENSE

*What is
good
customer
service?*



If you are asked this question regarding your business, how would you answer it?

Customer service in many respects has become a cliché. I travel a great deal, so I typically hear the common remarks of other frequent travelers regarding the “poor service they received” on this airline or hotel, or that “they will never use company ABC again because of their poor customer service.” After hearing this, I many times ask myself what is good customer service? Or, did I receive what I paid for?

For instance, did the airline not take me from point A to point B? If so, isn't this what I paid for? If the hotel rented me a room to use for 1 night, and it had everything I needed for that service, shouldn't I be satisfied?

The other night while dining, I think I figured it out. Now, before telling the story, you should know it was a nice restaurant, in a very nice area of town that wasn't inexpensive, but nevertheless...

Everything that I expected to occur, did; I was greeted, seated and asked what I wanted to drink. The waiter made suggestions and took my order. The water glasses were filled occasionally and were never emptied before being refilled. The food was cooked as had been expected and the price was as advertised. Everything I was prepared to pay for was as ex-

pected, so I received good customer service, correct?

After thinking about it, this part of my experience at this restaurant was expected customer service. Not good, not bad, just expected. I was content with the expected service, and therefore paid the bill and left.

However, during the meal, this restaurant had a maître d' that was constantly roaming the dining room. He scanned people's faces and before you knew it, he was at your table suggesting this or that. Not that I needed anything (that I knew of) but he was there to make suggestions.

I can't say that I know how he did it, but he knew what I didn't know I wanted. Whether it was another appetizer, plate or fork, he either made the recommendation or just brought it to me and he was correct every time.

Therefore, I came to the conclusion that good customer service is not expected customer service. It is the art of knowing what is needed before the customer does.

Striving to give good customer service is not easy, but the next time you ask yourself if your company gives good customer service, ask yourself the following instead: Are we providing what our customers expect, or are we providing what our customers don't know that they need?

DRAKE SERVICE DEPARTMENT — CUSTOMER CARE

Comprehensive technical support covers all aspects of installation and equipment maintenance. Use our programs to support and build your standard operating procedures. These initiatives strengthen the partnership between Drake Field Service and our customers.



NEW!

DRAKE BASIC TRAINING

Consistent, correct procedures come from knowledge and training. A culture of safe practices results.

Rick Rosborough, Drake Senior Field Service Technician and certified PMMI trainer, will come to your plant facility and educate your personnel in a classroom setting. Actual work experience on the loader is incorporated. With the Packaging Machinery Manufacturers Institute Trainer certification, Rick is prepared to effectively instruct students of all skill levels. Participants are individually assessed through testing.

Operators and maintenance staff benefit from topics such as:

- Loader Operation
- Safety
- Sanitation
- Diagnostics
- Preventive Maintenance

Each session includes an open forum for questions and discussion. The program can be tailored to meet your facility and staffing needs. Individual or multiple students may take part.

For additional information:

Rita Gatlin, Field Service Coordinator

+1 540 949-6215, Ext. 520, rgatlin@drakeloader.com

The Drake Technical Services Department is available, approachable and interactive assisting our customers.

With Drake, you can experience...

Our Technicians' Responsive and Expert Knowledge

Correct Parts Ordering

Reduced Down Time Resulting in Increased Productivity

Reduced Machine Operating Costs

left to right below: Shawn Hamric, Tom Spindle, Wes Dennison, Otto Hoffman, Rick Rosborough

NEW!



24/7 Emergency Service Tech On Call

A Service Technician is available for consultation concerning equipment emergencies around the clock.

During the normal Eastern Standard Time business day, quick access is provided for basic information and diagnostics.





The remarkably rugged design of Drake Loaders means long equipment life. With stainless steel construction throughout, our machines are built to perform year after year under harsh conditions with routine maintenance. Drake provides Maintenance and Upgrade Kits to keep your loader at peak operating and production levels.

5 Steps to Optimal Loader Performance

1. Visit the Upgrades and Maintenance Page on our web site for information regarding packages available.
2. See an overview of each area of the loader.
3. Select the *Request Information* button.
4. Complete the form and our Customer Service Department will respond with a parts list particular to your loader.
5. Schedule Purchase, Delivery and/or a Drake Service Technician.

Suggested schedules for routine maintenance are also available.

10% Discount Available During a Preventive Maintenance Visit

Service Technician Hours are subject to a 10% Discount if a visit is scheduled within the loader warranty period.

Trip Reports



Each time a member of the Drake staff visits a customer site, a report is created and distributed internally. This is reviewed by the Sales, Service, and Engineering Departments. If requested, current and potential needs are addressed as a result. For example, customer service will create a suggested Preventive Maintenance Parts List or notify the customer of an upgrade kit to enhance production levels for a particular loader.

NEW!



Service Department Evaluations

In our effort to continually improve Drake Service, we are asking that you review your service call. Within 72 hours of a Service Technician visit, Rita Gatlin, Field Service Coordinator, will send a short survey. Topics cover the customer experience from the initial request for service to signing the final paperwork. This will help us further define areas where we can help you!



I just wanted to drop a quick note to Drake saying what a great job Shawn did in rebuilding the loader gearbox. Shawn was very personable, knowledgeable, and always seemed to be hard at work when I'd stop in to visit him. I wouldn't hesitate in asking for Shawn in the future for any service work we might need.

Note from Drake Customer