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Customer service is the forgotten staple

I read with interest Robert Grace's Dec. 11 editorial on customer service and I agree completely. You go Bob.

In our industry, many people often discuss their struggles as a result of overseas competition, commoditization of products and low-price wars. No one ever attributes their plight to not serving their customers like they should.

To my amazement, customer service is an area that is often forgotten. We do not overlook this at Donnelly, and we are all the better for it. As a short-run injection molder, a critical key to success is creating customer intimacy and excellent customer service. This means letting employees closest to the customer make decisions, tailoring specific solutions to a customer's prob-

lem, and never losing sight that cheerfully keeping every commitment every day is the key to building long relationships — and ultimately — staying competitive.

A healthy and never-ending dose of quality, continuous improvement, innovation and customer service must be a staple of today's successful American manufacturers. Simply stated: We cannot be cheap enough to succeed on a strategy of being cheap.

Thanks again for defending the vital role of customer service, and for backing up your clarion call with specific and unambiguous examples.

Ron Kirscht

Donnelly Custom Manufacturing Co.
Alexandria, Minn.