

INFECTIOUS NATURE OF CUSTOMER SERVICE: THE MOORE ADDISON EXPERIENCE

When you call someone on the phone you don't call just to leave a message.

When you telephone Moore Addison, you may notice that someone answers the phone before the end of the third ring. We would answer more quickly, but it takes a full ring for the caller ID to kick in. Then if the call drops off for some catastrophic reason, we can at least get back to the potential customer to discover how we might serve them. Answering the phone is part of the Moore Addison experience; it is part of our corporate attitude.

Moore Addison is not ISSO certified. It is very expensive to become ISSO certified. When this certification first became a critical issue in order to do business, we had problems. We created a quality manual based on an ISSO example. We even reconfigured part of our shop for incoming and final inspections. We already did in-process inspection but just sharpened up our incoming and exit processes. We are definitely ISSO compliant. Apparently, we always have been. Serving the gear industry, you have to keep good records. The companies that left us are all back. In two cases, they came to inspect us as we had invited them to do. They were quite happy especially with the access they had. This is an example of the Moore Addison experience.

When someone places an order at Moore Addison, we promise delivery in two to three weeks and set a date for delivery. If we have an unforeseen problem, we will contact them and make an appropriate adjustment. If the customer needs the parts sooner, and they often do, we'll work with them to solve their predicament. If they're really desperate and we can for sure do it, we sometimes offer a "break in charge" and get the parts out the next couple of days. We really make an effort to get along with our customers; we have a vested interest in their success. This is part of the Moore Addison experience.

We have a 150 square foot office for seven staff work stations / desks / computers. Four of the seven of us have over thirty years of service; two have over five. When anyone speaks with a customer, they are within eyesight and earshot of the others. If they don't have the

answer in their computer, they'll be someone else overhearing and get the necessary data before the hang up. Another example of the Moore Addison experience.

We provide a service by adding value to non-metallic / laminate / plastic sheet, rod and tube with machine tools. But often the value added goes beyond mere machining. And that's the Moore Addison experience.

Moore Addison www.mooreaddison.com
Precision Machining·General Fabrication Non-metallics·Laminates·Plastics
p:630-543-6744; mooreaddison@mooreaddison.com: f:630-543-2805