

## Great Customer Service — Who Cares?

I recently spoke to a customer who told me he didn't care if customer service was great because he just wanted the cheapest price. His statement forced me to think about just what great customer service is and why it is important on several levels.

First, customer service is more than the required technical knowledge to get your building delivered to you. It is also an important relationship with a customer to make your building project rewarding. Your customer service representative is the person who is going to guide you through the completion of your steel building — hold your hand so to speak. Most of our customers don't put up a building every day, but even if they are very experienced, we offer our expertise to make their experience successful and enjoyable.

Have you ever undertaken any project and at the end said, "I'll never do that again!" because of all the worry and problems you had to go through? Well, it shouldn't be that way. Great customer service means having someone dedicated not only to getting your building delivered timely, but also to educating you throughout the building process and making it an enjoyable learning experience. If upon completion you can say, "I learned a lot," that customer service has been successful.

A great customer service representative will introduce him or herself shortly after you place your order, tell you what to expect and give you a tentative timetable. The representative will also tell you how to contact him or her directly, give you confirming information on your building, and answer any questions. Shortly thereafter, the customer service representative will send you a confirmation of your building order. As the manufacturing of the building progresses, he or she will let you know what is going on and ask how site preparation is progressing. You are going to get to know that representative pretty well.



By the way, if a steel building salesperson says they are going to handle your customer service personally, run the other way! Think about it: Do you want someone who makes their living selling new buildings being responsible for the details of actually getting your building to you?

It's better to have someone whose whole job is to make you happy with your building purchase. If you buy your steel from Arco Building Systems, you'll be happy you did. Give us a call at **1-800-241-8339**.

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