

Great Customer Service

Meet Heather Graham, aftermarket customer service manager

By Robert Gardiner

When we set out to hire a new manager of aftermarket customer service, we wanted someone with sharp instincts, great team-building skills, and a solid understanding of the business-to-business environment.

So I'm really pleased to introduce you to **Heather Graham**. Heather previously was customer service manager for the Seattle office of W.W. Grainger, a Fortune 500 company and a supplier of maintenance and repair products.



We're in a business where product and prices are easily duplicated, but really great customer service is an advantage a competitor can't just copy. Heather knows

how to treat customers who are counting on them to help keep their operations up and running.

Other news: On Nov. 1 we closed the purchase of a 78,000-square-foot facility in Memphis, nearly double the square footage of the old building. Much of the new space will be devoted to the distribution of aftermarket parts. Additional space also gives us more flexibility to manufacture products there in the future.

The address is 3961 Outland, Memphis, TN 38118. We plan to occupy the building in January and double the current workforce there to 30 employees. We'll keep you posted as the new facility comes on line.

Marketing manager Robert Gardiner is responsible for aftermarket sales and customer service. You can reach him at robertgardiner@reddotcorp.com.

HOLIDAY SCHEDULE: Our offices will be closed on Thursday, Nov. 24, and Friday, Nov. 25. Happy Thanksgiving!

RED DOT NEWS

- Do you have customers who can't work without their Red Dot HVAC system? We're working on stories that show the benefits of Red Dot products and WDs from the end-user's point of view. Share your stories! Contact Stephen Petit of The Siefkes Group, 425-392-2511 or stephenpetit@siefkesgroup.com.
- Expect the price of R-134a to stay high next year. Dupont released a statement recommending that customers "plan ahead" and communicate their refrigerant needs well in advance. And while Dupont would not comment on pricing, it said its 2005 costs for 134a production are running \$1 billion higher than in 2004.

- **Carey Suto** is our new procurement services manager. Carey previously was with Ampco Manufacturers, which makes



lighting products, switches, and vehicle graphics, where he was responsible for the PACCAR and Freightliner accounts. Before Ampco, Carey worked at PACCAR for nine years in a purchasing/supply chain role and 13 years in sales and marketing. Having worked in both purchasing and sales, he brings a valuable perspective to supplier negotiations.

WARRANTY DESK

SRTs: Every Minute Counts

By Mark Williams

Time is money, so we get a lot of questions about how we come up with SRTs, or standard repair times. The simple answer is we do the work. We actually go in and perform repairs on most



of the vehicles that take our products. If we don't have access to a particular vehicle, we estimate the SRT based on similar applications.

When we estimate SRTs, we look for the worst-case scenario. We use hand tools, not pneumatics. We round our baseline times to give you the maximum possible time allowance for any given repair or replacement.

As a company, our overall objective is to do whatever we can to reduce SRTs. We work closely with the engineers and tell them

if access to a unit is difficult, for example, and how they might improve it without hampering the functionality.

If you take exception to an SRT, let us know. Write on the claim form: "Additional time required due to expansion valve difficult to get at. Had to remove canister for the air filter."

Maybe you have a unique problem or an uncommon application. Maybe your experience is similar to what others are going through and we need to make a design or engineering change. Either way, we want to know about it. Your information not only helps us validate your warranty claim, it allows us to document the labor hours and look for patterns and inconsistencies in real-world repair times.

Got a question? Ask Mark Williams, Red Dot's warranty and product support supervisor. Send it to askthetech@reddotcorp.com.

Contact Numbers

Aftermarket Customer Service Representatives

Heather Graham

7:45am - 4:30pm Pacific Time
heathergraham@reddotcorp.com
1-800-364-2696

Michael Hill

6:30am - 3:15am Monday - Friday
michaelhill@reddotcorp.com
1-800-364-9557

Eddie Silva

7:45am - 4:30pm Monday - Friday
eddiesilva@reddotcorp.com
1-800-364-2708

Judy Paty

7:45am - 4:30pm Monday - Friday
judypaty@reddotcorp.com
1-800-364-2716

Warranty Department Service Representatives

Frank Burrow

8:00am to 5:00pm Monday - Friday
frankburrow@reddotcorp.com
Direct line 206-394-3501
Cell phone 206-849-8816

Mark Williams

6:30 to 4:15 Monday - Thursday
6:30 to 10:30 Friday
markwilliams@reddotcorp.com
206-575-3840 extension 3339
Cell phone 206-979-3763

Colleen Bowman

6:30 to 5:15 Monday - Thursday
colleenbowman@reddotcorp.com
206-575-3840 extension 3631

Mary Wolfe

6:30 to 5:15 Monday - Thursday
marywolfe@reddotcorp.com
206-575-3840 extension 3633

Alison Fate

6:30 to 5:15 Monday - Thursday
alisonfate@reddotcorp.com
206-575-3840 extension 3635

All times are in the Pacific Time Zone
Just click on one of the email addresses above to send a message.