

Peace & Prosperity

By Robert Gardiner

Forty years ago, it would have been hard to imagine Red Dot with a family of nearly 200 distributors and representation on six continents. Yet today, that's where we are.

Harky Runnings was so proud of not only the growth of Red Dot's distributor group but the relationships we've established with one another over the years. Our aftermarket team – from sales to customer service to warranty – knows that our ability to grow depends on our ability to help you succeed. This year we enhanced online order-entry and simplified our warranty process. We strengthened our staff to make customer service more effective and efficient.

It's been a tough year for some of our WDs. Todd Nagel, who owns Tri-State Refrigeration in Baton Rouge, says that since Hurricane Katrina blew through the area, air conditioning is not a priority. "If you have equipment that can



clear debris or help rebuild," he says, "it's going to be a long time before it stops for A/C service." Red Dot's motto is "Built to

Survive," but the Gulf Coast WDs are living it every day.

As 2005 draws to a close, I want to thank you for being so committed and to again welcome those who joined our WD family this year. Please stop in and see us at MACS next month (we're in booth 417) and never hesitate to call if you think we can help.

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 Monday Dec. 26, Friday Dec. 30, and Monday Jan. 2.

RED DOT NEWS

- The last shipping days for 2005: Dec. 28 out of Memphis and Dec. 29 out of Seattle.
- We've launched production to provide HVAC units for John Deere skid steers and compact track loaders.
- We're in the process of implementing new distribution-based software from Oracle, and Michael Hill is our Oracle "Super User." Michael is in-session every day from 8 a.m. to 11:30 a.m. PST, so if you phone him during these hours please leave a message and he'll respond later that afternoon. If you need to speak with someone directly, Heather Graham can take your call at 1-800-364-2696. Any e-mail sent to Michael during

these hours will be forwarded to Heather and dealt with right away.

- Red Dot's HFC-152a technology is the centerpiece of a project led by the Australia-United States Climate Action Partnership. Our R-9727-HC units are being tested in Australia to see how 152a systems perform in demanding environments. Governments are planning to ban fluorinated gases with high global warming potential. In October, the European Parliament said it plans to ban F-gases with a GWP of more than 150 for new vehicles starting in 2011. This would rule out 134a but allow 152a, which has a GWP of 120.

CUSTOMER SERVICE DESK

A Complaint is a Gift

By Heather Graham

You wouldn't think of a complaint as something wrapped with pretty paper and a bow, but it really is a gift. When a dissatisfied customer calls, he's giving you an opportunity to fix a problem before he decides to take his business elsewhere. He's telling you how you can improve.

"A Complaint Is a Gift: Using Customer Feedback as a Strategic Tool," by Janelle Barlow and Claus Moller is one of my favorite books for customer service training (it's available at Amazon.com and other online booksellers). It lays out strategies for teaching front-line employees like customer-service reps and countermen how to manage unhappy customers.



The first step, the book explains, is to say thank you. When a customer complains, most people apologize and then bombard him with questions, or they get defensive. Thanking the customer brings a little civility to a situation you don't want to degenerate into a hang-up. The book goes on to show how to use complaints and other feedback to guide your management decisions.

Handle a complaint well and you can generate loyalty and save a relationship. Handle it poorly and you may never get that customer back again.

Heather Graham is Red Dot's supervisor of aftermarket customer service. You can reach her at 1-800-364-2696 or heathergraham@reddotcorp.com

Contact Numbers

Aftermarket Customer Service Representatives

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All times are in the Pacific Time Zone