



# e-advantage



## New Customer Service Initiatives (CSI)

We talk a lot about how our goal is to make it easy to do business with Red Dot. So what are we doing about it?

### **Customer Service Initiative #1: More Phone Coverage**

We recently invested in a call-routing system to make sure your call will be answered when the core aftermarket customer service team is assisting other customers.

As of May 7, our overflow calls will automatically route to Pat Carroll's OEM customer service group, staffed by **Lisa Goddard, Ja-Lynn Tietjen, and Brendan Jackson**. This means at certain times you may be speaking with new voices, but they're experienced and knowledgeable voices who can help you with order placement, tracking, pricing, and product availability information.

### **Customer Service Initiative #2: Improving Memphis Distribution, May 18th**

You may have noticed that we moved hundreds of units to our Memphis warehouse in preparation for the 2009 season. As we load more inventory and SKUs into this facility, our pick-pack-and-ship processes are even more critical in enabling us to process orders efficiently. During the week of May 18, we are realigning our boxing and bagging operations, increasing our shipping area, and doubling our small package processing capabilities in Memphis. This will not interrupt our daily shipping activity to our customers.

### **Customer Service Initiative #3: Advanced Shipping Notification**

We hear your concerns about our lack of advanced shipping notice. To improve communications, Red Dot can e-mail our invoices to your company. This is a more timely notification, letting you know when an order shipped and from where. Please tell your

customer service representative which e-mail address you want us to use for this service. We are still working on the "Back Order" Available To Promise (ATP) portion of the process. We will keep you informed as to our progress.

### **Customer Service Initiative #4: Online Order Enhancement and Sharing Information**

This year we added a feature to our online order-entry system that lets you see which Red Dot distributors have purchased a particular product recently. Here's how it works: If you're looking for a particular product, and it's out of stock in both SEA and MEM, click on the "zero" in either SEA or MEM. A box will appear with the names of distributors that recently purchased more than one piece of that product.

These are a few of the initiatives we're working on and implementing to make it easier to do business with Red Dot. There are more improvements to be worked on; we will keep you posted as more progress is made. We appreciate your business and hope to help you have a successful HVAC season.

Please let us know if our efforts have improved your experience with Red Dot. We'd also like to know if we've missed the mark.

**Robert Gardiner**  
Marketing Manager



*The OEM customer service group: from left, Brendan Jackson, Lisa Goddard and Ja-Lynn Tietjen*

May 2009

## INSTALLATION STORY...

# Red Dot P/F/P with Gideon Technology

**W**e caught up with Dieter Hartmann of W.W. Williams after he finished installing his first Red Dot Pre-cleaner/Filter/Pressurizer with Gideon® Technology. The powered filtration system is designed to protect operators from harmful particulates and extend HVAC service intervals on machines with enclosed cabs.

**The Machine:** A cab-enclosed model dirt roller made by Sakai America in Adairsville, Ga. Used in roadbuilding and other extremely dusty heavy-construction applications.

**The Goal:** Cab pressurization to promote the health of the operator and extend the service intervals of the A/C system.

**Installation Notes:** A factory installation, the process took Dieter about four hours. "The most important decision is where to mount the unit," he explains. "It should be protected from impact and vibration. Once you find the right location, you have to determine what additional work has to be done to mount the unit and route the ductwork. In this case, I had to remove the ROPS during installation and fabricate brackets to mount the unit to the back of the cab.

"Overall, the Red Dot P/F/P was easy to install. It was an OE installation, and we were installing the A/C unit at the same time, so we could get the job done efficiently and without a lot of unplanned work. Most importantly, the end result looks good and will help keep dust out of the cab. That's important to Sakai, because they pride themselves in a quality cab environment and operator comfort. The P/F/P is perfect for them."

*Photos courtesy of W.W.Williams*



## Red Dot Contacts: How to Reach Us

### AFTERMARKET REPRESENTATIVES

**Norman Baker – 941-745-2929**  
[NormanBaker@RedDotCorp.com](mailto:NormanBaker@RedDotCorp.com)

**Jeff Engel – 630-655-3290**  
Cell: 630-235-1289  
[JeffEngel@RedDotCorp.com](mailto:JeffEngel@RedDotCorp.com)

**Robb Morrison – 770-926-5333**  
Cell: 770-265-9943  
[RobbMorrison@RedDotCorp.com](mailto:RobbMorrison@RedDotCorp.com)

**Jim Slogar – 216-481-9161**  
Cell: 216-533-8208  
[JimSlogar@RedDotCorp.com](mailto:JimSlogar@RedDotCorp.com)

### AFTERMARKET SERVICE

**Bill Jewell – 206-574-6566**  
[BillJewell@RedDotCorp.com](mailto:BillJewell@RedDotCorp.com)

**Craig Alexandre – 1-866-366-3811**  
6:30am - 3:15pm Monday - Friday  
[CraigAlexandre@RedDotCorp.com](mailto:CraigAlexandre@RedDotCorp.com)

**Josh Fowler – 1-800-364-2696**  
7:00am - 3:45pm Monday - Friday  
[JoshuaFowler@RedDotCorp.com](mailto:JoshuaFowler@RedDotCorp.com)

**Tammy Obermeit – 1-800-364-2716**  
7:45am - 4:30pm Monday - Friday  
[TammyObermeit@RedDotCorp.com](mailto:TammyObermeit@RedDotCorp.com)

**Adrienne Saunders – 1-800-364-2708**  
7:45am - 4:30pm Monday - Friday  
[AdrienneSaunders@RedDotCorp.com](mailto:AdrienneSaunders@RedDotCorp.com)

### WARRANTY & PRODUCT SUPPORT

**Frank Burrow – 206-394-3501;  
206-849-8816 (cell)**  
8 am–5 pm, Monday–Friday  
[FrankBurrow@RedDotCorp.com](mailto:FrankBurrow@RedDotCorp.com)

**Colleen Bowman, 206-575-3840, x3631**  
6:30am–5:15pm, Monday - Thursday  
[ColleenBowman@RedDotCorp.com](mailto:ColleenBowman@RedDotCorp.com)

**Ann Channer, 206-575-3840, x3632**  
6:30am–5:15pm, Monday–Thursday  
[AnnChanner@RedDotCorp.com](mailto:AnnChanner@RedDotCorp.com)

**Mary Wolfe, 206-575-3840, x3633**  
6:30 am–5:15 pm, Monday–Thursday  
[MaryWolfe@RedDotCorp.com](mailto:MaryWolfe@RedDotCorp.com)

All times are in the Pacific Time Zone