

How to Prioritize Communication and Customer Service

By John Higgins

A little effort can go a long way



At Ace Wire Spring & Form, we have learned that customer service is very important, and that a little effort can go a long way in developing a long-lasting relationship with a customer.

Ace Wire Spring is a custom spring manufacturer, which means a lot of the work we do is unique to the customer. The customer's project needs can range from a simple compression spring to a complex assembly. To learn what the customer needs, Ace Wire Spring opens communication between our design engineers and the customer. Our design engineers make it a point to learn from the customer the goal of their project. Sometimes this leads to the Ace Wire Spring's design engineer going back to the drawing board and working step by step with the customer to redesign and/or fine tune the product. This is a service that we have learned is very important in achieving customer satisfaction.

"I have been in manufacturing for 46 years, and this is a new one to me," said our design engineer Bob Powner. Last week, he was overheard talking about the need for high IT to achieve

hook length concerning a new customer's large diameter extension spring. Knowing this aspect of the project allowed him and Ace Wire Spring's craftsmen to come up with a solution that fit the customer's project needs.

With this prioritizing of communication, Ace Wire Spring can determine what is right for the project in hand. Sometimes a customer will just send in specifications and ask for the product to be made. A best practice for Ace Wire Spring is to take this information and review how it matches up with the result the customer is looking for. By doing this, and openly communicating with the customer, we have been able to work with the customer in the design phase and fine tune everything needed, rather than just making the item per specification, and then the customer realizing what they wanted made doesn't work and having to restart the whole process. Once the given parameters have been received and reviewed, our design engineers work around this information and achieve a solution to the project need.

About 75 percent of customers start off the sales process by sending in a need with the specifications laid out. Of this group, about a quarter of them need to be re-engineered. Whether they just need something small tweaked from previous specifications, or a brand-new design because of a change in the overall project and priorities, we would never find this out if it wasn't for the focus on open communication with the customers.

Ace Wire Spring makes customer communication and customer service main priorities. Doing this helps save money for the customer, shortens the project lead time, and achieves a satisfying result for the customer. ■

Ace Wire Spring & Form Company (www.acewirespring.com) has manufactured custom precision springs for diverse applications since 1939. The ISO Certified/ITAR registered company develops and manufactures a wide variety of compression springs, extension springs, torsion springs, and wireforms. John Higgins serves as the company's marketing manager. He can be reached at 412-458-4830 or email jhiggins@acewirespring.com.