



Go the Extra Mile to Make It Right... Literally!

What would you do if a customer needed an out-of-stock part to get their machine up and running for the next a.m. shift? Nate Mulder, Service Manager for Spee-Dee Packaging Machinery, gives three options. Order the part and ask your customer to remain patient until the part arrives in 3-5 business days. Pirate the part from one of your own machines and overnight it to the customer. Or, machine a new part and drive it three states away to the customer in need.

At Spee-Dee, that first option is never an option. But if you walk around the plant, almost everyone at Spee-Dee can share a story about pulling parts from a machine or creating a part from scratch to help a customer.

Time is money, so valuing a customer's time is key to providing great customer service. According to a 2015 consumer experience survey, 76% of customers say they view customer service as the true test of how much a company values them. According to Nate, if your customer support doesn't match the quality of your products, you're only getting it half right.

"The people at Spee-Dee are dedicated to making things right," said Nate. "We support our customers and stand behind our products, and if that means a few extra hours in the machine shop, or a few extra miles on the delivery truck, we do what it takes to get our customers up and running fast."

So why do they do it? In addition to just being the right thing to do, Nate says that, in the long run, it's just easier than the alternative. "The probability of selling a piece of equipment to an existing, happy customer is much higher than selling a piece of equipment to a brand new customer." Great customer service is Spee-Dee's main ingredient for long-term customer retention.

Nate says solving the occasional emergency makes you good; but preventing emergencies is what makes Spee-Dee great. "We can help customers set up strategic plans to assess their plant's resources and processes to better meet their sales goals. Spee-Dee can provide an in-depth analysis of the materials, equipment, personnel, storage, logistics and processes you need to maximize production and profitability.

Meet Your Spee-Dee[®] Support Team:

Nate Mulder, Service Manager

- **Years with Spee-Dee:** 15
- **What is your role at Spee-Dee:** I assign tasks for the techs in our service department. We're in charge of making sure the machine is ready to ship by putting it through its paces and doing final quality checks. We also do phone support, training, installations and setup.
- **Nate's 3 reasons to take advantage of Spee-Dee training:**
 1. Improves accuracy of the equipment; boosts efficiency
 2. Less wear and tear on the system; parts last longer
 3. Expedient installations and start-up; cut downtime

If plan A doesn't work, remember, there are 25 more letters in the alphabet! Being flexible and willing to adapt is what makes Spee-Dee customer support the best in the industry.

Call Spee-Dee[®] today
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