

Customer Service – What's That?



Don Waterworth is The Installer's Technical Expert. He has been inspecting window installations and preparing Expert Report's for 30 years or so. He knows a thing or two about the industry's poor reputation for customer service.

When I meet with a consumer, who invariably is shocked and disappointed with the poor level of service and respect they have received from a window company, I will quite often respond by saying 'the window industry does not do customer service', writes Don Waterworth.

(Don is The Installer's Technical Expert. He has been inspecting window installations and preparing Expert Report's for 30 years, so, knows alot about the industry.)

This is quite disappointing from my point of view and have many friends in the industry from large firms such as Veka, Ultraframe, to the one-man band business. It does not provide me with any pleasure to diminish the name of the industry, however, I can only speak from experience and pro-

vide an opinion. The industry is driven by sales. Nothing else seems to matter.

Customer service costs

If you go to the FIT Show next year when the new dates are announced, every stand will be showing you how you can gain more sales. There will be no stands telling you how to improve your customer service. Sales make money, customer service costs money. This seems to be the industry's logic – a failed logic as customer service actualloy makes money and this is how.

Typically, your installers arrive at a property, introduce themselves properly, explain to the consumer how the work will proceed, set out the dust sheets and commence work. The installers behave with respect and good

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manners. Any questions the consumer has are answered politely and professionally. The work should be completed to a professional finish, applying the necessary standards. The consumer should be kept informed; the products should be as described; all areas tidied up and the consumer showed around the installation.

You get the idea. The customer is delighted and very proud of their new windows – and tells friends, family and neighbours who then want you to do their job when it comes up. You get more and more work because you are showing customer care, respect and professionalism.

And isn't that what your customers deserve? **■ Don.**

Picture: Install like this and you won't get referrals?