

# Service - Do You Get It? Do You Give It?

Lets discuss a thorny topic in this industry, writes our expert technical author Don Waterworth. The topic - Customer Service.

Whenever I meet with a private client (householder) I am invariably met with a typical comment from the householder, something like - 'are all window companies rubbish at customer service?'

Unfortunately, my response is that yes, 90% of window companies and their suppliers simply do not do service - and this lack of service is endemic throughout the industry.

## The norm

It does not give me any pleasure to admit to a householder who is having difficulty with a window company regarding remedial works, that the bad service that they are receiving is pretty normal.

## Isn't it time the industry changed?

I inspect endless composite doors with defective elements or damage, with the householder sometimes waiting several months for a suitable product that will perform as promised.

## Conservatory roofs

I inspect endless conservatory roofs allowing water ingress to occur, through no fault of the

Are all window companies rubbish at customer service?

It's time to discuss attitudes to a fundamental says Don Waterworth



The Master Window and Conservatory Installers Association Technical/Legal Column



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window company but in the main due to poor manufacture. Again this problem can take months if not years to conclude.

## Windows

Draughty sashes are a favourite defect in this industry, as the manufacturers strain to produce as many frames as possible, without the slightest concept as to whether the windows are performing as promised.

## Work you suppliers

My advice to all you window companies and installers is to be damned hard on your suppliers. Don't accept outlandish promises with regards to product performance without some hard evidence and proof that the products will do what the supplier promises.

Remember, when your customer complains, it will be you who has to take all the flack and grief which sometimes can end up in Court and where will your supplier be? Nowhere to be seen I bet.

## Where it starts

Make your suppliers work hard, make them prove every benefit and feature of their products. If you are in any doubt, don't use them.

Customer service in the industry is poor but it all starts with the manufacturers. [i](#)