



A Quote never reaches it's Quota...

FEBRUARY 2011

"There are no traffic jams along the extra mile." -Roger Staubach

Our theme this month is **Customer Satisfaction**. Along with a few facts, I am placing some useful quotes that I have seen in many of the business books I have read over the years. Hope you enjoy them. If not, rest assured that we have a process for handling your feedback...

70% of the American economy is dependent upon consumer spending.

When consumers lose confidence or do not like what they are being asked to "consume" then orders are not placed and money is not spent.

In effect, we consumers vote with our dollars.

For SVF, and for many of you reading this article, it is rare that our customers come to our facilities and browse our shelves "shopping" for products.



Wayne Ulanski

After all, we are certainly not a retail establishment. Instead, our customers browse our website, our catalogs and our specification sheets to determine the type of product or solution that they require.

Once they have determined that everything they are seeking can be sourced from us, they place an order. This order serves as their "vote". It says that they have found what they need and they trust that the product will arrive on time, as expected and will suit their purpose. It is at this point that we are challenged to perform and where we test our customer satisfaction mandates, rules and processes.

The real proof, however, is the next time. When customers return to SVF it is their indication, indeed their vote, that they find value in our products and services. They are satisfied.

When we embarked on our ISO certification many years ago it took us quite a while to realize that we were



not doing this in order to build a better product, or to become more efficient, or to have a certificate that we could wave like a proud flag. It was our auditor who finally alerted us that the ultimate goal of our new way of managing our business was to create **Customer Satisfaction**. With that enlightenment, we proceeded to build our company by measuring everything we were about to do or change to ensure that it contributed directly to customer happiness.

Below, and throughout this month's FLOWRate™, I have included a few quotes that I think support the Customer Satisfaction mandate for our industry.

-Wayne Ulanski, President, SVF Flow Controls, Inc.

"Being on par in terms of price and quality only gets you into the game. Service wins the game."- Tony Alessandra

"In business you get what you want by giving other people what they want."- Alice MacDougall

"Do what you do so well that they will want to see it again and bring their friends."- Walt Disney

"Treat every customer as if they sign your paycheck...because they do."- Unknown

"You'll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can't be copied."- Jerry Fritz



Register on our website for a free
Admission Hall pass to INTERPHEX 2011!

Our Purpose Statement:

"To serve the process control marketplace as a valued resource and advisor on flow control applications."

What do you need today?™

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Helping You Win in 2011...

Customer Satisfaction is Key

How Customer Satisfaction Helps You Win

Wikipedia describes **customer satisfaction** as “a measure of how products and services supplied by a company meet or surpass customer expectation.” We agree.

We all know that customer satisfaction is a key component in customer retention. But how do we ensure we have the level of customer satisfaction necessary to keep our customers coming back?

At SVF, we believe that this starts with our people. In our marketplace, delivering quality product is a “given”. What differentiates us from our competitors is our people. We have made a commitment to our customers that our people will be a resource and advisor to them. Our theme this year is “Winning”; doing whatever it takes to help you win your customers’ business.

To succeed, our Management Team works together to ensure we can deliver on that promise:

- ❖ We write processes and procedures to support our goals and objectives. These goals and objectives are developed to support our commitment to differentiate ourselves from our competitors and help our customers win in the marketplace. Our commitment to planning and preparation allows us to present and deliver as experts in what we do.
- ❖ Training programs are regularly developed and conducted throughout all departments of the company to support our commitment to continuous improvement.
- ❖ We continue our “top-grading” approach to talent. When filling an open or new position at our company, we seek out the best talent in the marketplace.



We believe our Sales Team is the best in the business!

- ❖ Our Sales group has been trained in consultative selling; to understand your requirements and provide you with the best possible solution. They excel in their positions not just because of their training, but also because they have the right attitude and passion for what they do to help you win.
- ❖ They will work with you to get you the products you need when you need them. Need something special? We will work with you and our Engineering Team to design a solution that meets the requirements of the application.

If you have special delivery requirements; we will work with our materials group and production group to meet the date.

- ❖ If you have a large project opportunity, our team has the background, training and experience to assist with your product specifications, develop a professional document submittal package, write product specifications to assist you in getting the product spec’d in and execute flawlessly on the subsequent order.

In today’s marketplace, our prospects and customers have many choices when it comes to purchasing ball valves, actuators and accessories. There are an ever-growing number of global competitors entering the marketplace. The real “win” is not just getting the order, its retaining the customer and getting the second order, third order, etc. Product, quality and service are key components which factor in winning an order. Customer satisfaction, is what keeps them coming back!

-Margie Mueller, Marketing Manager, SVF Flow Controls, Inc.

“A sale is not something you pursue, it is something that happens to you while you are immersed in serving your customer.”- Unknown

Did You Know?...

The Oligodynamic Effect

The **oligodynamic effect** (Greek: oligos = few, Greek: dynamis = force) was discovered in 1893 by the Swiss Karl Wilhelm von Nägeli as a toxic effect of metal ions on living cells, algae, molds, spores, fungi, viruses, prokaryotic and eukaryotic microorganisms, even in relatively low concentrations.

The copper in brass makes brass germicidal, via the oligodynamic effect. For example, brass doorknobs disinfect themselves of many bacteria within eight hours. This effect is important in hospitals, and useful in many contexts.



Spotlight on Satisfaction...

Satisfying our Internal Customers

When it comes to customer satisfaction, most companies focus on satisfying their external customer base. Little attention is paid to improving internal customer satisfaction. There are measurements to the Nth degree to explain how customers perceive products and services. Charts and reports exist to track every product quality issue and customer complaint. However, one rarely hears about internal customer satisfaction programs except at very large companies.

This is especially true in the IT arena where we are constantly exposed to new technologies. IT’s in-house technologies seem to be always playing catch up with what’s available. By the time we are done evaluating a particular piece of technology, something new comes along.

At SVF, we serve and support both internal and external customers. As the IT Manager, to address internal customer satisfaction, I must first understand our company goals and how we assist our users to meet them using technology. We do not measure internal customer satisfaction in IT by the number of change requests or new project rollouts. Rather, it is IT’s job to feel the pulse of the business and deploy diverse technology solutions, as needed, as we advance and grow to meet new challenges.

“If we don’t take care of our customers, someone else will.”- *Unknown*

Information Technology is “IT”

Our Regional Sales Managers are located throughout the country. Rather than incur the expense of traveling to SVF for meetings, we utilize the Webex web-conferencing tool and conduct remote training and meetings. We recently used Skype to conduct a training session for our new Channel Partner in Mexico with excellent results.

“Customer complaints are the schoolbooks from which we learn.”- *Unknown*

We are just getting started! Next up: we are investigating the opportunity to extend these functions from the desktop to Smartphones.

For IT, our measure of satisfaction is how fast, and how effectively, our users adopt new technologies to achieve their goals.

- *Ken Kwok, Information Technology, SVF Flow Controls*

The Quality Corner...

Quality Metrics for Customer Satisfaction

Customer Satisfaction reflects the state of mind that our customers have about us when their expectations have been met or exceeded over the lifetime of the product or service we provide. That achievement of customer satisfaction leads to company loyalty, product repurchase and customer retention.

Customer satisfaction is an important metric, especially to the Quality department. In fact, the measurement of customer satisfaction is a reporting requirement of the ISO standard. One of the methods we employ to better understand our customers is our annual “Voice of the Customer” survey, which is developed and issued through our Marketing department.

Customer Satisfaction on the “Q”

Each response is carefully reviewed. We use the information that our customers provide when responding to our survey to better understand what we are doing well and where we need to improve. The results of the annual survey are also compared to prior years surveys, which allows us to measure our level of improvement year over year. A summary report is prepared and presented at our Management Review Meetings.

- *Raul Roviroso, Quality Manager, SVF Flow Controls*

“Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.”

- *Peter Drucker*



"The Napkin" - Where all great design ideas begin

Didn't believe the best designs are first captured as an idea on a napkin?

really



SVF was approached by a customer that wanted to facilitate the "cleaning" process for a certain application. Imagine a pipeline with ball valves regulating the flow of fluid, in this case, the media being paint.



SVF incorporated 2 purge valves with compression ends on the boss of a CleanFlow™ valve. The purge valves are part of the cleaning system to ensure that no paint remains trapped behind the valve seats and body seals. The compression fittings work at higher pressures and do not require soldering, therefore are quick and easy to use.

For the first application, red paint will flow through the pipelines and ball valves followed by a second application of white paint. Evidently cleaning would be necessary to remove the remains of the first application to ensure the red paint and the white paint do not mix, which would create a pink color. But how can this be achieved without removing any of the valves or pipelines?

If you would like to know more about valve designs to suit your specific need, please ask our Sales or Engineering departments, Sales@SVF.net or Engineering@SVF.net or call us: Toll Free: 1.800.783.7836 Local: 1.562.802.2255 We are here to help.

- Vlad Alvarado, Engineering Technician, SVF Flow Controls

"Biggest question: Isn't it really 'customer helping' rather than customer service? And wouldn't you deliver better service if you thought of it that way?" - Jeffrey Gitomer

Consider This -

SVF Flow Controls, Inc. is maintaining a strong sales growth curve due in large part to our *Resource Initiative*. The *Resource Initiative* is our differentiating factor and it positions SVF to support the technical, sales and product application demands of our customers. With this success we anticipate ongoing sales growth and with that there is an ongoing requirement for **Top Talent!**

We are currently seeking talented individuals to fill the following positions:

- NATIONAL SALES MANAGER
- PURCHASING MANAGER
- REGIONAL MANAGERS IN EXPANDING U.S. MARKETS

The ideal candidates will have excellent management experience.



"The quality of our work depends on the quality of our people." - Unknown - But it could be any one of us!



We Are Family...

The SVF Winter Party

Everyone loves a party and SVF is no exception!

The SVF annual Winter Party 2011 was held earlier this month and it was our best celebration ever! The evening started with an array of tasty appetizers and a wonderful Italian buffet dinner. The fun continued with karaoke (many of our team members were “discovered” as excellent singers), dancing and “Casino Night” at the black jack, roulette and craps tables. Our President, Wayne Ulanski, brought his guitar and entertained us by singing/playing a selection of songs that everyone was familiar with. A great time was had by all and we are now all looking forward to next year’s 2012 event!



“There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”- Sam Walton

Head Scratcher Question...

A Greener Tomorrow Is In The Bag™

WOW! What a terrific response we received from our first FlowRATE (January’s Issue) Head Scratcher Question! We received 461 answers within 48 hours of publication!

The Question was: **How many revolutions are made by a 24-inch bicycle wheel over one mile?**

The correct answer: **840**

Congratulations to the first 5 persons that answered the question correctly!

Brian Neal - Neal Supply

T. Blake Smith - Expert Piping Supply

Dwight Cyliax - Del Val Controls

Bill Strohmeyer - Engineered Process Equipment

John Daugherty* -

(*John - We don’t know where to ship your bag!)

THIS MONTH’S QUESTION:

A cardboard cylinder with a 6.3mm thick wall has an internal volume of one cubic meter.

What is the internal volume of a plastic cone with a 1/4” thick wall that has the same height and radius?

- a) 22% cylinder volume b) 33% cylinder volume c) 63% cylinder volume d) 66% cylinder volume



Be among the first 5 to log on to www.SVF.net/response.php & enter the correct answer and win a free canvas bag!* (Note: you will be required to enter your name, email address, phone number and mailing address). The correct answer and the names of the winners will be announced in our next FlowRATE. **GOOD LUCK!**



The perfect companion at the grocery store or at the beach!



*Each month in 2011 SVF will give this free canvas “tote” to the first 5 FLOWRate readers that correctly answer the “Head Scratcher” question through our website. 60 bags in all!

Continuous Action Recycling Effort



Channel Partner Support...

The SVF Commitment

Customer Satisfaction – SVF supports our Channel Partner and their Customer wins too!

Over the course of the last two plus years, major plant overhauls and new construction projects have been few and far between. So, when such an opportunity presents itself, we must assert our individual and collective strengths to close the deal. SVF refers to our core customers as our Channel Partners.



Dave Meyer, Territory Manager

This sense of partnering allows us to approach the challenges of the business in a way that links us more closely to our Channel Partners with a sense of dealing together with a common cause.

Consider the following scenario: a newly identified Channel Partner brings an opportunity to SVF that is both complex and on a tight timeline. The job was quoted, the award was made, **and the specifications changed post-receipt of Purchase Order**. Offering personal assurances and working closely with the Channel Partner to put all anxiety, hand wringing and a two-hour time difference aside, the SVF Team went to work.

Eager to please, the SVF Team engaged our vendor base to shorten the lead-time, aggressively re-quoted the job and offered to meet the appropriate timelines to keep the project on track. Two days later, a Purchase Order was issued.

The following testimonial from our Channel Partner re-asserts SVF's commitment to excellence:

Dave,

We are extremely pleased with the responsiveness and the pro-active manner in which you have helped us win this business. For SVF to have stepped-up to the plate in such a big way, so early on in our relationship is very impressive. All of us here are very grateful to you, Shirley (Evasic, Inside Sales) and the rest of your Team. Please forward our thanks to everyone for making us feel so welcome. We're honored to say that we represent SVF Flow Controls, and can't help but be excited about the future.

Personal regards,

General Manager and CEO

"Well done is better than well said."- Benjamin Franklin

Go Digital...

Last month, we introduced our new Catalog CD to the marketplace and the interest has been overwhelming! Our first run of 1,000 CD's has spun out the door faster than we anticipated. We are now in our second run, however, large volume orders may receive smaller quantities than requested.



SVF Catalog CD

Our Digital Catalog includes all of our latest Engineering Specifications including Data Sheets, TopWorks and IOM's, as well as Marketing Literature & Sales Aids. Place your order today on our website www.SVF.net/literature_request.php or email us at Publications@SVF.net.

Going Mobile...

Stay Connected

SVFmobile.net

YOUR RESOURCE IS WITHIN REACH

always

ARRIVING MARCH 2011

We want you to have the information you need - *whenever you need it - wherever you are*. As such, we want to continue to keep you **"On Track"**. The Tech Wizards at SVF are currently developing a new mobile website designed to make your SmartPhone smarter. The new site is scheduled for an early spring launch! Stay tuned and Stay Connected!

