

GALLEN ON THE GO▶▶

I have learned from my cross-Canada journeys that good customer service is a dynamic entity. The quality of service ebbs and flows with each supplier and can be predicated by many factors; seasons, staffing, production, stock, technology, problem resolution and perceptions.

"Dropping the ball" is a term that is often used when suppliers disappoint distributors! In the early part of my 'Gallen on the Go' 2011 travels, I periodically heard that term applied to my own firm. While definitely not easy to hear, there were times that it was the truth and therefore needed to be addressed. Acting upon these observations for months in our weekly sales and marketing meetings, DEBCO closed 2011 and opened its first quarter of 2012 under a customer service 'drive'. Perhaps the most pronounced initiative was a 20% increase in production capacity achieved by running our print shop for 18 hours a day, 7 days a week. With this increased capacity, we have been able to accommodate the spring rush while meeting and exceeding customer expectations.

DEBCO values and understands the need for deep inventory and as such our stock position has been a tremendous competitive advantage. With 99% of orders coming from domestic inventory, our strong stock position, 18-hour days and incredible new imprinting techniques are seemingly making overseas orders a thing of the past. If you can get 50,000 tote bags turned around domestically in 7 days, why would you go offshore?

With a new management team overseeing the customer service department, a hands-on approach has been adopted; one which has a 24 hour problem resolve mandate. The result has been a more stress-free customer experience and empowered and confident account managers. When we say "relax, we're on it"...we mean it!

Continuous technological advancements have seen the implementation of e-invoicing which has been a godsend to distributor reps across the country. The days of waiting weeks for a DEBCO invoice are a thing of the past. We understand that commissions are paid on invoiced sales and e-invoicing puts money in your pocket a lot sooner.

With a co-operative phone system and a flow-through art department, DEBCO has taken steps to regain its leadership position as a pre-eminent supplier of promotional products and we clearly understand the need to remain proactive....perceptions can change in a heart-beat! As my Gallen on the Go Year 2012 gets underway in Ottawa this month, you can trust that I will always be looking for your input on how to build a better DEBCO.

Best Regards,



Stan Gallen
Sr. VP Sales

Please feel free to respond directly to me at stan.gallen@debcosolutions.com with any comments you may have

