

JIM'S CORNER

Since the merging of Microforms and CFI ten months ago, I have been asked many times – “So Jim, how’s it going?” My reply has been, “...the marriage is working!”

That’s my response. What matters though, is yours!

We included a survey in recent Newsletters and invited customers to fax back their thoughts with respect to four areas – Courteous, Quality, Reliable, and Flexible.

With a 1% response (which probably tells us something, but I’m not sure what) the results are –

Courteous	80% Excellent	11% Good	3% Fair
Quality	93% Excellent	4% Good	3% Fair
Reliable	89% Excellent	11% Good	
Flexible	86% Excellent	5% Good	9% Poor

I have always believed that flexibility is among the key attributes that distinguish one competitor above the rest. Flexibility and service have been a cornerstone of my business philosophy. Clearly, to learn that nearly one in ten of the survey respondents believes we are failing in terms of flexibility is alarming and requires immediate investigation and action.

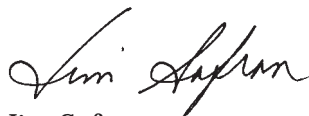
Improving your impressions and comfort level must be earned by maintaining the highest standards of customer service.

Several years ago, Ford Motor Company initiated the corporate tag line – Quality is Job One. At Microforms and throughout the Safran Group, Customer Service is Priority One!

We are proud to exceed 80 years of industry experience among our Sales Service staff. Catherine Krueger, Customer Service Manager, alongside Robin Blake, Supervisor of our Distributor Support Team; and their staff of Christine Flachsmann, Kim Merrill, and Cindi Sanders, are anxious to assist you in any way and ensure that your experience with our company is positive.

I thank all of you that responded to the survey. Please allow us the opportunity to demonstrate how well we listen to your thoughts!

As always, I encourage your comments, and thank you for your business.



Jim Safran

Killer Assumptions... Stolen from Bill Farquarson

Nothing gets done on Fridays...

If you believe it, then you’re right.

Nothing gets done on Mondays...

Now you’ve wasted 40% of the week.

Don’t share problems with your boss...

How could he/she help.

Big customers won’t buy from me...

Look for the scraps and give great service.

My customers know my product line...

Continue selling your best customers.

Quote of the Month

“Try not to become a man of success, but rather try to become a man of value.”

– Albert Einstein

Straight Thinking

The organic food movement has always confused me, beyond the fact that organic foods command a higher price. No one wants to eat food containing harmful chemicals. (I guess cigarettes aren’t for eating) Does organic mean natural or unprocessed or without chemicals? What is an organic fish? Is it one caught in the wild that has been exposed to all the polluting chemicals that exist in the lakes or oceans, or is it a fish raised in a cement pond and fed pelletized, processed food?



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