

JIM'S CORNER

Wouldn't it be great if we never made a mistake on a printed job? No one plans to make a mistake and a mistake free world would be great. But in the custom printed business world mistakes occur and should be looked at as an opportunity.

A complaint from a customer is a rare opportunity to improve the quality of your service and astonish the customer when the complaint is handled satisfactorily. In fact, studies show that a customer with a satisfactorily resolved complaint will produce three times the revenue of a customer without a problem.

Studies show also that the average disgruntled customer will tell 9 other people about their bad experience. But when complaints are resolved quickly there is a 95% chance the customer will continue to do business with you.

By listening to complaints and resolving them quickly, we can not only find and fix weaknesses in our production systems; we also become a hero to that customer.

Jim Griffith, CDC

Paper Price Increase... After a full year, Appleton has raised its carbonless paper prices 5% effective the end of August. MICROFORMS is holding off on any increases for the balance of 2007.

Did You Know...? ? ? ?

MICROFORMS can produce Membership Cards, Unusual Die Cuts and Perf Configurations in **ANY DEPTH** (length) on stock up to 125# Tag.

Quote of the Month

It's no use saying, "We are doing our best." You have got to succeed in doing what is necessary.

—Winston Churchill



Do You Know . . . ? Our Employees

Robin Blake

Robin is married. They have 2 dogs and 5 cats. In her spare time, she teaches Aerobics and volunteers at Adopt-A-Pet. She enjoys boating and barbecuing with friends. She is Supervisor of our Customer Service Dept.



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