

National Mailing Systems delivers "Knock-Your-Socks-Off" Service and Sales!



Behind every successful company is a successful formula. National Mailing Systems, McLean, VA is a perfect illustration of this and is now celebrating 20 years in the mailing industry and 17 of those with PFE.

Co-owners Joe and Nino Vaghi take pride in every aspect of their business by consistently going the extra mile. "You'll always get more than just a standard solution from National Mailing Systems... you'll get a sincere commitment to providing superior products and customer service," they say. Both Joe and Nino are firm believers in putting the customer's needs first and keeping their commitments.

Corporate Mission

Their mission is:

- *Serve* clients of all sizes and provide the best equipment to meet their needs
- *Listen* to the clients' requirements before providing the best solutions and the best equipment available
- *Know* the importance of friendly, reliable, knowledgeable customer service and provide it!
- *Provide a total solution* to meet the complete needs of the customer

Sales Strategy

Joe Vaghi says, "we approach each customer with a clear vision to listen carefully and understand the customer's needs and problems. Our sales specialists are trained to analyse the customer's needs carefully and provide the best solutions to meet their objectives based on the products features, and benefits to the customer.

With this approach Joe and Nino both say, "We become our own best customer."

2005 was another record sales year at National Mailing Systems and the PFE products were a large contributor to that success. Curt Hildreth, VP of Document Handling and his team sold \$660,000 in retail PFE sales. Greg Parris, Senior Document Handling Specialist, was instrumental in the success with \$409,000 of the retail PFE sales dollars.

Curt Hildreth says his 2006 goal is to break the *ONE MILLION* dollar mark in PFE retail sales.

Service Strategy

Many companies have good intentions and make promises, but customer retention comes from practicing what you preach. Service manager, Alan Hall works from a proven service strategy called "Knock-Your-Socks-Off" service. This is the title of a book about achieving superior service in the real world. It contains the key message that "it is not enough to just meet customers' minimum expectations, but to surpass them and provide Knock-Your-Socks-Off service."

It is defined by being:

Reliable - delivering on promises

Responsive - providing service in a timely fashion

Reassuring - building trust through competence and confidence

Empathetic - recognizing customers' emotional states and responding accordingly

Tangible - taking pride in the quality of the material that is produced

Teamwork

National Mailing Systems could not achieve their consistently high standards without teamwork. There are five members in the service team: Alan Hall is the General Service Manager, Chris Barrigher is the Service Manager for the inserter division and is supported by three dedicated PFE service technicians, Leonard Frederick, Larry Knox and Tyrone Anderson. Each has been trained extensively so that, when called, the issue is solved the first time, and in a timely manner. In addition, a customer survey form is completed after every service call.

What The Customers Think

The following extracts are comments from customers about National Mailing Systems' service:

"National Mailing Systems is very responsive and great to deal with. They really go the extra mile... they really are top of the line and I would recommend them wholeheartedly."

"Tony Ortiz went the extra mile to fix our mailing machine at a critical time. He is an example of someone who makes things happen. We are proud of our relationship with National Mailing Systems because of your people."

"This letter is to let you know how much we have valued the assistance of Chris Barrigher. We have always been able to count on Chris to help us with efficiency and courtesy. Chris is certainly a credit to NMS."

"I really cannot say enough about Carlos' demeanor and support to me as a customer. It is hard to come by employees with such qualities, and I hope that National Mailing Systems really appreciates and realizes the asset they have in Carlos."

Future Issues

Please email case studies and pictures to dan@pfeinc.com. Download printable versions of all bulletins from the dealer section of the PFE Inc website - call or email for the username and password.