

Customer Engagement

A Manufacturer's Perspective

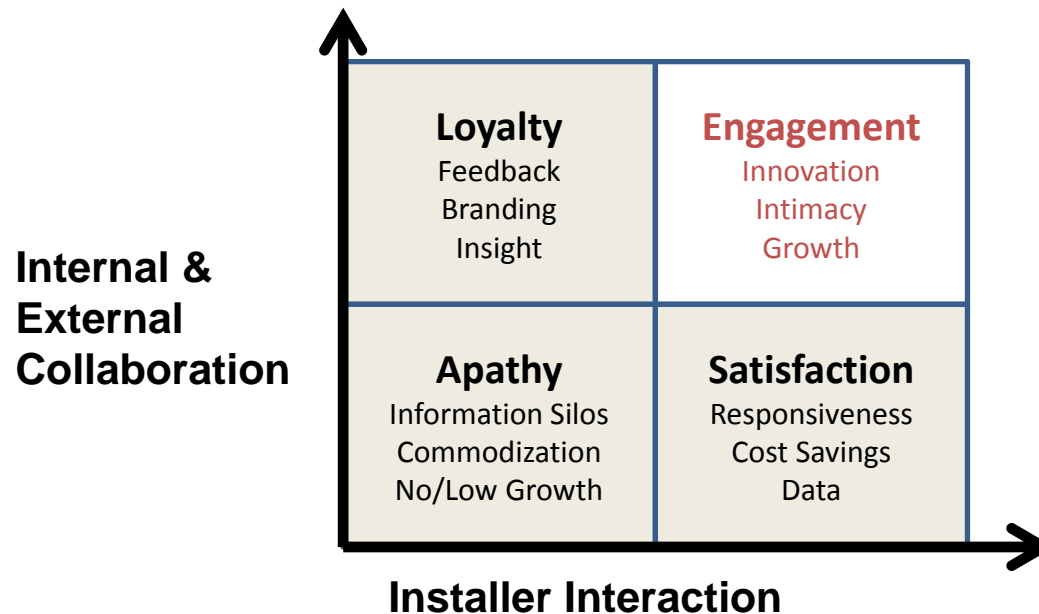
Tom Wieser

Vice President & Regional Manager

PaceControls LLC

We make things that others install

- PaceControls develops and manufactures eco-smart, easy-to-install energy-saving HVACR & Smart Grid solutions for a wide variety of commercial, industrial and residential heating, cooling and refrigeration equipment.



Customer Engagement

- Innovation
 - Encourage Contractors & Implementers to take pictures.
 - Use PCs or Tables to create real-time quotes and invoices.
 - Use wireless technology to connect to the customer, implementers and utilities.

Customer Engagement

- Intimacy
 - Use local contractors who know their customers and know the equipment that your products are being installed on.
 - Develop a strong customer service response team.
 - Develop a feed back loop, e.g., Check, Plan, Do, Act cycle.

Customer Engagement

- Growth
 - Go beyond customer feedback
 - Involve installers / implementers /customers on product and implementation strategies.
 - Communicate to all levels
 - That is, from shop floor to top floor.
 - Keep communication clear, concise and short.

Contact Information

Tom Wieser

Vice President & Regional Manager

PaceControls, LLC

twieser@pacecontrols.com

www.pacecontrols.com

phone: 312-451-6443