



# A Manufacturer's Guide to a Great Customer Experience



## An Introduction to Hytrol's Customer Experience

Tom Loberg founded Hytrol in 1947 with customer service in the forefront; he wanted to empower his customers to do their jobs better and more efficiently. Over the years, he developed an integration partner network that provided local presence—an outward display of the customer care that each employee had at Hytrol.

Hytrol's Customer Care is always prominent, whether you're emailing a representative of the Customer Care team or receiving a perfectly assembled replacement part. The customer experience is a part of the Hytrol culture, and in this guide, we'll show you how each part of your manufacturing business can take large steps toward a great customer experience of its own.

Let's get started.

## Business Development and Marketing

Creating opportunities, setting up a solid employee base, and attracting the right customers are the first steps. Some of these steps you can see, and some you can't, but whether customer-facing or not, these are all important to the customer experience. Each member of Hytrol's teams has the customer in mind. What does this look like?

- Human Resources strives to hire employees that are eager to meet and exceed customers' daily demands and expectations.
- Marketing creates opportunities for customers and employees to find and train with Hytrol. This team is responsible for making sure that everyone knows the company's message: employees, end users, and integration partners are all affected by the marketing department.
- Business Development begins to establish relationships with the customer, setting the relationship up for success.

"We strive daily to recruit both office and production personnel to allow Hytrol to provide a quality product to our customers, in a timely manner, and as efficiently as possible." — David Joe Deaton, HR Manager

"The training we provide on how to better use and maintain equipment leads to a greater overall satisfaction of ownership. If the customer sees the value in our training program, they are more likely to participate in additional seminars and recommend the program to others."  
— Jon Noell, Customer Training Specialist



### Checklist

- ✓ Hire and train eager employees
- ✓ Distribute the company message
- ✓ Establish lasting relationships

## Technology Center and Systems Applications

Now, we create solutions. In the Technology Center and the Systems Applications teams, employees work on real-world projects. It's important to create the products in a timely fashion, but even more important that they produce satisfactory results. This is the beginning step of any specific project.

What does this look like?

- The Systems Application team sets the foundation for the success of the project. Each person on the Systems team is a skilled solution provider; they take the idea and put it into action.
- In the Technology Center, employees are always coming up better, more efficient solutions. This is where the future generations of products are made, and current solutions are tested.

“ We need to be very knowledgeable of Hytrol's products and capabilities. We must find a way to say 'yes' even if it is different from the customer's first idea. We design a solution to meet their throughput demands in a budget they can afford.”

— Lennis McClure, Systems Design Engineer

“ We support our internal customers with information; having a positive, helpful, and can-do attitude goes a long way.”

— Greg Bauders, Project Engineer

“ Our concepts must provide a solution to a multitude of customers' basic needs. Designs stem from the needs that customers have presented as having lackluster performance or areas void of a product's requirements. We must listen and consider carefully to customer concepts and opportunities and provide solutions.”

— Matt Rowe, Design Engineer



### Checklist

- ✓ Listen & understand the problem
- ✓ Find a way to say yes
- ✓ Improve on customer solutions

## Scheduling and Central Planning

Next, projects need scheduled and planned. By prioritizing and managing projects, the Scheduling and Central Planning departments create a workflow that integrates these seamlessly. More than that, these groups provide information and a resource for external and internal customers.

- Central Planning is directly connected to each business operation; everyone on this team must understand the company processes and challenges. To find the best solutions and create realistic expectations, these employees must combine their expertise with their experience.
- Scheduling coordinates the process: Each department knows when and where they fit in thanks to this team. They're often called upon for both external and internal support.

**"** We're a positive influence while making sure our priorities fit into the overall workflow for all of our customers and our company."




— Skip Hogue, Scheduling Coordinator

**"** Our customers can be confident in knowing we will guide their order throughout the entire process with knowledge and experience."

— Mike Anderson, Central Planning Engineer



### Checklist

-  *Understand the company processes*
-  *Create an integrated workflow*
-  *Coordinate with customers*

## Engineered to Order and Systems

When you want a good customer experience, it's a no-brainer that your customer-facing teams should be striving for excellence. The Engineered to Order and Systems teams both have direct communication with customers during the processes; they must be personable and resourceful in order to do their jobs most efficiently.

- Engineered to Order deals with engineered orders. Each of these orders must meet the requirements of the customer and ultimately receive their approval. They are in constant communication with the customer from the time they get the order to the time it leaves the shipping docks.
- When a customer needs an extensive solution, the Systems team creates it. Working back and forth to determine the best system for the application, this team often needs to reconcile what the customer wants with what the customer needs and gets.

**"** We do whatever we need to make sure our customers know their requests are important to us." — Curtis Collins, Quoting Facilitator

**"** Our best action is to do it right the first time. Customers expect a quality product at a reasonable price in a timely manner—don't we all?"  
— J.F. Smith, Product Engineer in Systems Engineering

**"** Always inform the customer. Inform the customer about the progress of their order; inform the customer when they have questions; inform the customer when there are issues. Information is key to the Hytrol experience." — Blake Campbell, Systems Specialist



### Checklist

- ✓ *Understand the customer's requirements*
- ✓ *Meet the customer's requirements*
- ✓ *Provide information to the customer*

## Customer Care

The Customer Care team is a main line of communication for Hytrol. This team finds accurate information by any means possible, guides the customers through the process, and directs questions to the best people to answer them.

For the best customer experience, the Customer Care team makes it easy to contact them; they use the phone, email, and a live chat service in order to best respond to inquiries.

“Listening effectively to fully meet the customer’s needs and request will positively affect their experience; that’s the best way to assure them that everything will be done correctly.”




— Jennifer Tapia, Bilingual Conveyor Specialist

“The best action I can take is to express genuine care for the customer and their situation.”

— Nick Brown, Conveyor Specialist



### Checklist

-  *Listen effectively*
-  *Guide the customer through the process*
-  *Create multiple channels of communication*



## Purchasing




Getting the right parts at the right price by the right time—that's Purchasing in a nutshell. A good Purchasing team affects every department positively by seamlessly getting products into place, with expense in mind.

*"The Purchasing team goes to great lengths to find the best quality and price of material that it takes to build a conveyor. With over 150 years of combined Hytrol experience, the purchasing team knows what it takes to build a quality conveyor from start to finish. As a new member of the purchasing department, I feel so fortunate to be working with the very best." — Nikki Wildy, Purchasing Clerk*

*"Every department is touched by Purchasing. Our job is to get the correct part in by the build date with the best lead time possible and at the best price. We want to make Hytrol easy to do business with." — Dean Vinson, Buyer*



### Checklist

-  *Find the correct materials*
-  *Achieve the best lead time possible*
-  *Continually evaluate materials and prices*

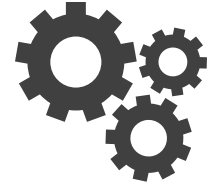
## Production

As an inward-facing department, Production is often the unsung hero of the customer experience. Creating pieces perfectly the first time is vital to the process—this team knows that a conveyor is an investment, and creates the best equipment they can in order to produce satisfactory results. The Production team at Hytrol strives to add value to each part of the process by adhering to Lean Manufacturing principles; if a process doesn't add value, they will create one that does.




"I see this department as being a vital part of the customer experience. We always make sure our products show the pride we take in our work."  
— Robert Grant, CNC Operator

"Put yourself in the customer's shoes. Don't put out anything that you wouldn't pay good money for yourself. The most important thing we can have is pride in our work." — Reynolds Seymour, Welder

"We have the capability to produce high precision, high quality parts while offering the experience and expertise to address any concerns or questions. We continually work to better understand the customers' needs and improve our processes to meet those needs."  
— Chris Shephard, CNC Operator



### Checklist

-  *Produce high quality parts*
-  *Work to understand processes*
-  *Adhere to Lean principles*

## Assembly



Assemblers put together all component parts of any given product, sometimes using equipment aid. But that's not all—an assembler is often the final quality check before product goes out the door. When assembling, they must make sure the assembled product is exactly as stated in the order.

**“**We work as a team to make sure the customer gets top quality product. We check everything over and test, run, and measure to make sure it is to the specifications the customer ordered.”  
— Denver Dodd, Purple Cell Power Assembler

**“**We always make sure the product is complete and as the order reads. Is it the right color? Length? Width? We always check before it ships to the customer.”  
— Latoya Wright, Gravity Assembler



### Checklist

-  *Test and measure each product*
-  *Check that the product is as stated in the order*

## Shipping and Quality

These two departments put the final touch on the entire customer experience. Making sure a customer gets the correct equipment on time is crucial; these teams supervise the process.

- Shipping takes the finished product and makes sure it arrives damage-free and ready to install. Customers need systems to be complete and on time, and the shipping department is in charge of making sure that task is finished correctly.
- The Quality Department then sends field support to ensure the customer has the quality equipment they expect. Quality is checked throughout the entire production process, and taking the extra step for after-sales support makes this customer experience stand out.

“Quality has everything to do with customer experience. From appearance to function, quality is involved from beginning to end. Quality instills confidence for the customer to know that they made the best decision by trusting Hytrol with all of their conveyor needs.”

— Eric Stonecipher, Customer Quality Representative



### Checklist

- ✓ *Ship complete and damage-free*
- ✓ *Check quality processes*
- ✓ *Send after-sale quality field support*

## Conclusion:

Employee engagement is key when it comes to the customer experience. When employees know the value their work brings to the company, quality, efficiency, and service all move in a positive direction. The ultimate customer experience takes every single employee into consideration; when everyone is working toward the same goal, that goal will be achieved.

Interested in learning more?  
Talk to a Hytrol expert.

