

# Marvin Windows: Service

Objective	Determine how to improve service
Data Source	Telephone interviews: current & prospective dealers
Question	<i>“What is your greatest fear as a dealer”</i>

**ThoughtSCAN**<sup>®</sup>

## VERBATIMS

time

need

money

## SCAN FREQUENCY

64

48

19

ThoughtTalk

*“Time is money. I need them on the day promised.”*

*“It a factor of time and delivery. There’s no flexibility.”*

*“I need them on time. Not earlier. Not later.”*

Results

Susan Marvin and team made the new SCM delivery program top priority, dramatically increasing on-time delivery, and increasing sales and dealer satisfaction ratings.

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