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BEHIND THE BANNER

OVERHEAD DOOR

Overhead Door Companies of Colorado Springs & Pueblo, Inc.

ISSUE 223

APRIL 2016

Come See us at...
Contura
DESIGN INSPIRATIONS

Turning an Oops Into an Opportunity

Our accreditation is your assurance of an even higher level of service



Stuff happens! Fortunately, today's customers, as short tempered and impatient as they may be, do not expect service providers to be perfect. They know **customer service** is powered by human relationships and "to err is human." They do expect organizations, however, to always demonstrate that they care in the face of any customer disappointment. In the words of Texas A&M professor and friend Len Berry, "The acid test of service quality is how you solve customers' problems."

Unfortunately, the field of **service recovery** has had a rather troubled history. Ron Zemke and I once defined service recovery as "a thought-out, planned process for returning aggrieved customers to a state of satisfaction with the firm after a service or product has failed to live up to expectations." Take a look at the wall of shame for superbotted service-recovery efforts -- for the Ford Explorer, Exxon Valdez and, some might say, the BP oil spill: Someone at the helm determined that service recovery was all about damage control not customer healing. Without fixing the disappointed customer, physical repair of the issue is for naught.

Granted, fixing the customer's problem is crucial. But as it's often said, customers don't care how much you know until they know how much you care. Therefore, it is the relationship side, not the engineering side of recovery, that keeps service providers off the wall of shame.

Customers don't care how much you know until they know how much you care.

Great service recovery begins with humility. Imagine you're a parent with a small child who wakes up in the middle of the night frightened by a bad dream. In tears, the child comes into your bedroom. What would you do? The answer is easy: You would model bravery and confidence and carefully listen without judgment. And you would offer great empathy while seeking to calm and encourage. The principles applied should be the same for customers.

Angry customers feel victimized in some way. The source of the fury may vary. But humility is one quality that communicates, "I am not your enemy." Humility expresses a desire for a "no-fight zone" to the raging customer to calm the person out of a "ready to fight" mode. It begins with creating a connection that demonstrates sincere interest and obvious concern. Use open posture and eye contact. Listen and look like you are listening to the customer.

Apologize with feeling. Avoid using "we" in apologizing to customers -- as in "we're sorry." An apology should always be delivered in the first person singular: "I'm sorry." Now, "I'm sorry" doesn't suggest you caused the problem. It says you care. Assume innocence, even in the face of prior history. Confidently lower your voice. Let the customer witness genuine concern.

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Doing what's best for our customers since 1957!

Turning an Oops Into an Opportunity

(from cover)

Express empathy. Humility begins to set the stage for problem solving, but empathy and understanding prompt a customer to stop the “fight or flight” posture so the resolution stage can begin. Empathy is an expression of kinship and a powerful partnering tool. It includes communicating to the customer that you fully appreciate the impact the service failure has had. It is like saying, “I get it! I know just how much this hurts. I would feel just like you do if this had happened to me.”

Empathy means listening to learn not to make a point or correct. Whether you, as a service provider, agree with the customer’s view is not the point. The goal is to give evidence that you understand. It includes agreeing with the person’s feelings (not necessarily the position). Deal with feelings before you deal with facts. Understanding customers in times of trial and tribulation includes getting insight into their expectations for a fair fix.

Approach problem solving as allies. Alliances are formed through joint discovery. Words like “what would you suggest?” or “what would you like to happen next?” are more inclusive and less threatening. The core of the emotional side of recovery is restoring trust: the customer’s belief that you can and will keep promises made or implied. Restoring trust is accomplished by involving the customer in solving the problem. “Can you give me a rundown on the history of this problem” reassures the client that the problem is fixable and will be resolved.

An alliance includes words and actions that show a can-do competence, a sense of attentive urgency and a take-charge attitude. If the infraction is major, forging an alliance may mean offering some type of atonement. And an atonement would involve providing a gesture that tangibly telegraphs sincere regret over the disappointment. Atonement does not mean “buying” the problem. It can be as simple as a small courtesy, a personal extra or a value-added favor. Act responsible for the recovery and never duck the issue or pass the buck for someone else to handle.

Follow up to show loyalty. Assuming a solution is found and agreed upon, the customer should witness something happening that communicates that the company can be reliable again. Great service recovery includes the after-the-fact customer experiences that communicate, “We are loyal to you. We will not abandon you now that we’ve solved your problem.”

Pick up the phone and call the customer to find out if everything has returned to normal or if any problems are lingering. Send the customer an email. When the customer returns for future service, ask about the last problem.

If customers know you remember and are still concerned, they’ll realize that their bad experience was an exception. Remember to always keep promises. Service recovery starts with a broken promise (at least in the eyes of the customer). Don’t make a promise as a means of service recovery and then ignite more anger by disappointing the customer again.

Great service recovery starts and ends with remembering you can refashion memories, turning customer disappointment into customer delight, transforming an oops into an opportunity. Effectively dealing with customers in their darkest moment is powerful. Research shows that customers who have had their problem followed up quickly with great service recovery end up being more loyal than clients who have never had a problem. The problem-free customer operates on faith. But the great recovery customer operates with proof!

by *Chip R. Bell*

Contributor, *entrepreneur.com*

Professional Growth

How To Be a Better Employee:

- Focus on accomplishment, not activity. Be known as the person who gets things done, not the one who just looks busy.
- It’s hard to change your reputation, so develop one you’re proud of.
- Be trustworthy. Keep your mouth shut more often than open. Be a good confidant that others know they can trust.

- Don’t brag. Everyone hates a braggart. If your performance is recognized, be gracious in accepting the compliment.
- Don’t complain. No one wants to hear it, and they have their own problems.
- Be punctual. Be there when you said you would. No excuses.

from *The Idiot Factor*



He who plants a tree believes in tomorrow.

- Chinese proverb



On the Right Track

The Accounting Department acts as a very good traffic cop, catching our mistakes and showing us how to correct them. They have been very helpful in getting back on track with FPE (First Pass Efficiency) reports.

Michelle Harris is learning the receptionist job very well. She has no problems asking questions when she is not sure of something or wants to make the project she is working on better. Michelle is a great addition to Overhead Door.

Rob Brown helps out anywhere he is needed. He has a useful knowledge base that benefits Commercial and Residential applications. Rob is truly an asset to this company.

Ryan Hodgson is a sales beast. He provides customer satisfaction from beginning to completion and doesn't let anything get in his way of taking care of the customer. Ryan shares his knowledge with installers over the phone or on the job site, making sure the customer is satisfied and the job is completed. He educates and provides solutions to our customers.

Fred Spell is always quick to fix computer/printer problems. If he cannot fix, he will call a tech ASAP to get the problem fixed. Fred is very kind and quick when cost of product is needed. He is always friendly and respectful to all employees.

Robyn Hansen is truly the leader of the Service Department and takes her job very personally. She always waits till all the Techs are in and wants the best for them. Whether it is praise or tough love that she is giving, she is always looking for teaching opportunities. Robyn is always on the lookout for better efficiencies and ways to improve the department. Despite all obstacles, she has maintained its operational dynamics.

Community Exposure

We participated in the Pueblo HBA Home & Garden Show at the fairgrounds in March. Good traffic translates into possible leads which can mean new customers and/or returning customers with new projects!



Celebrate!

Overhead Door Anniversaries

Rob Brown 20 Years
Fred Spell 13 years

April Birthdays

Rance Claypool April 11
Semaj Simpson April 20



Positive Customer Feedback

MIKE SLACK : "Mike did a wonderful job. He worked so hard, he was sweating everywhere. You don't often see workmen sweating. I'm so impressed with how hard he worked and he was so professional. Will request Mike if I need anything again, he is an absolute blessing."
- Becky Weatherwax

STEVEN REED: "Steven did an excellent job, Great guy, Very knowledgeable. Please put an extra "0" on his pay check."
- Terry Schmidt

RICKEY HOLT: "Rick was very professional with a great sense of humor. He explained everything to me, very enjoyable person."
- Steve Iskra

CHADD SHANNON: "Very professional! Repaired our door right away, no surprises, and better than expected customer service. Thank you!"
- Eileen Arnold

MARK ZIMMERMAN: "Mark was very good to work with, explained where he thought the problem was and found it!"
- Linda Knapp and Elliott Cohen

LUKE LANGLEY: "Very pleased with his service, Thank you!"
- Martin Frick
submitted by Michelle Harris

ROBERT HARRIS: "Robert was very professional. Polite and professional employee. Thank you."
- Klyde King
- Myrna Ellinger
submitted by Catrysse Gomez

The Colorado Springs Business Alliance hosted the spring Business Expo at the World Arena. Although the crowds were light, we enjoyed networking with other businesses and being able to spend time with interested attendees.



Employee Recognitions - First Quarter 2016

OHD Pueblo Employee of the 1st Quarter 2016

Ted Drummond has done it again! He has been voted Employee of the Quarter for the second time since his hire date in August 2015. His lack of seniority does not translate to lack of knowledge or effort. His peers can attest to the fact that his always helpful in a team situation. When completing jobs on his own he takes the reins and gets it done the first time. He seldom has callbacks and is ready to tackle the next task. Thank you Ted for your hard work!



Ted Drummond



Rance Claypool

OHD Colorado Springs Supervisor of the 1st Quarter 2016

Rance Claypool continues to juggle both the Shop and Installer Department Supervisor duties and Sales! Despite being short on Installers and providing training in the Shop, he is always on top of things. Rance handles anything extra that is added to his plate, ensuring that our customer are provided the best service we have to offer. Dedicated and loyal, Rance gives 125% day after day. He also serves as quality control for product and labor issues.

Rita Dorrance



OHD Colorado Springs Employee Spotlight - 1st Quarter 2016

Rita Dorrance fields service calls continually every day! She doesn't let the constant barrage get to her or affect her commitment to excellence in customer service. She is efficient at scheduling and communicates well with the Techs in the field. Rita demonstrates a professional and calm presence, is thorough and detailed and is a valuable asset to Overhead Door!



OHD Colorado Springs Employee Spotlight - 1st Quarter 2016

Charlie Essex has taken the lead in training new employees. It's his legacy. He understands the need and importance of having great qualified Techs/Installers. We all benefit from his leadership in providing excellent service, meeting customer needs, growing as a company and staying in the #1 spot. He doesn't hold anything back and shares what he knows.

Charlie Essex

Don Peacock



OHD Colorado Springs Employee Spotlight - 1st Quarter 2016

Don Peacock has been the consummate installer—helping out when asked, helping out when not asked, training, coming in Saturdays wanting to take care of our customers. He does it all with a great attitude and a smile on his face along with a great work ethic. Doing a great job training "B" also!



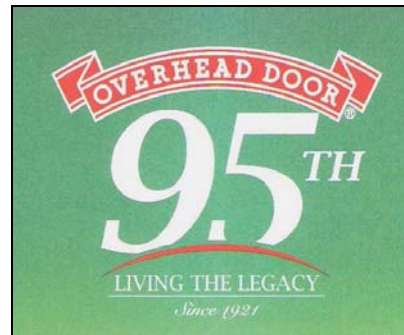
The Service Department works together, being flexible enough to give our customers efficient and timely service. They are building a strong team and training new personnel. This department is on call 24/7 to provide exceptional customer service and educate our customers as well. Maintaining the strong pace while dealing with departures and arrivals, they lead the charge for being on sales goal. The outside Techs and the inside staff learn from each other to be able to serve our customers! **Congratulations on being named The Outstanding Honored Department!**

Overhead Door National Meeting - Celebrating 95 Years!

The 2016 Overhead Door Company National Meeting was held in Indian Wells, California. Celebrating 95 years, the Corporation chose as the theme, "Living the Legacy". Nearly 600 People attended, representing 137 distributorships from the USA and Canada.

Meals, meetings, outings and keynote speakers were enjoyed by all, as were educational sessions and introductions of new products.

The National Meeting is held every few years, so it was great to run into old friends, compare notes with new distributors, share best practices and enjoy the California weather!



Signage was very well done at the *Indian Wells Renaissance*, site of all the events during the week. From the flags lining the drive, to the floor in the entry, to the fountain at the base of the grand stairway, to the face of the building where the meetings were held, to the elevator doors, and even directional signs, the ribbon was proudly and elegantly displayed for all to see! Mr. Jim Maguire points out the wood-grain ribbon over the fountain.



Herm Edwards, NFL coach and ESPN analyst spoke to the crowd on how each member affects the team, but the team takes the blame and the credit for all. No one remembers the center, but the center is integral to the team and to the game. ▶



Brad Meltzer, award-winning author and adviser to the government, advised the attendees how to leave a legacy to family, friends and coworkers, community and to complete strangers. He emphasized the importance of doing something kind for one person and thanking someone who has made a difference in your life. ▶



Educational sessions included Adding Value to Your Business, Best Practices Retro-fit, Digital Marketing, Best Practices Commercial Service, Bidding in Today's Marketplace and New Product Introduction. All were presented by various corporate and distributor teams.

Jim and Kevin Maguire accept their Eagle Award on behalf of their staff for achieving the sales growth goals set by ODC. ▶

Congratulations to all of our employees who make this award possible!



Dream Big. Work Hard. Be Humble.

- Brad Meltzer

Department News!

Information Technology/Inventory

Old Software Graveyards

Where to find copies of old/abandoned software if you need a program to open some old file you found? Well there are a number of *abandonware* libraries on the web – collections of old software versions whose copyright has expired and/or whose original publisher no longer offers or maintains them.

Some example sites are OldVersion.com, OldApps.com, Oldware.org and OldFoss.com. There are also sites which handle primarily game-oriented abandonware like MyAbandonware.com, GoodOldDays.net, FreeOldies.com and Abandonwareing.com.

- Fred Spell

Installation

The use of tool belts/pouches at Overhead Door used to be the norm. Somehow over the years we let it be OK to not use a tool belt/pouch. Shame on us! It doesn't look very professional when we have everything scattered out on a customer's floor. Probably doesn't instill a lot of confidence in that customer about our work, and certainly is not efficient.

A tool belt/pouch that is properly organized, loaded and stocked greatly improves productivity and convenience by having the necessary tools and fasteners at hand when needed. If you are smart, most experienced installers know the tools required for that specific job and don't carry any unnecessary tools around and up and down the ladder. Just think how many times you have to make a trip back to your toolbox to get a tool or that you kicked across the floor and can't find it. Not to mention that you have a better chance of losing your tools if they are not in a tool belt/pouch. Tools spread across a customer's garage floor looks bad and is a safety hazard to boot.

When using your tool belt/pouch with the necessary tools and fasteners, be sure that it doesn't hinder your movement and present a danger if you trip and fall. Also plan your work and load up only the necessary tools, nuts and bolts that you will need to complete your task. You will find that you will speed up, be more efficient and won't be as tired by taking many unnecessary steps during the day to retrieve wayward tools. Be efficient and be the consummate professional that our customers and fellow workers expect.

- Rance Claypool

It takes less time to do it right than it does to explain why you didn't.

- John Wooden

Support Staff/Administration

Communication as we know it changes every year; actually it seems to change every week. New digital software and phone apps pop up all the time, connecting us closer to the products and services we rely on as well as the people around us. The world gets seemingly smaller as we become more "connected", and as communication becomes more immediate and personal the need for *efficient* communication becomes greater.

Although we continue to integrate the latest communication trends with our old-fashioned methods (using the phone or an actual face-to-face human conversation) the main goals of sharing information and data remain; giving and receiving it as quickly and as thoroughly as possible. It doesn't matter if we are able to relay a message, a job estimate or a list of materials with lightning speed. If the information is incorrect or distorted, the end result or outcome will be wrong. And on the other hand, what good is a report or marketing plan with all the I's dotted and the T's crossed if it takes forever to deliver it to the receiver?

What I'm getting at is this - communication is only as good as the people who are delivering or receiving it. If any staff members are lacking when it comes to delivering timely and thorough information, we all suffer. Don't be afraid to ask another qualifying question or two when taking a message for an installer or sales team member. It will only make their job easier when it comes to returning the customer's inquiry. At the same time, when you are the one leaving a message, make sure you leave a detailed message with the property manager, tenant or executive assistant in order to make the decision maker's job easier when it comes to confirming the service call time, estimate or job check date.

You almost can't have, or give, too much information in the business world today. Communication is the most important lubrication to a company; it permeates all departments and personnel and helps us all flow better in our jobs. If communication runs low or is filled with debris or impurities, it causes friction and lack of productivity. Updating your communication methods is fine as long as it remains efficient and can handle the flow of information. If not, it might be time to take a look at the system and schedule a communication 'oil change.'

- submitted by Keith Lundquist

Integrity - Honor - Morality - Respect - Honesty - Ethics - Principles - Values

More Department News!

Human Resources/Accounting

Health Insurance / Dental Insurance / Vision Insurance

It is open enrollment time for the Kaiser Aggregate health plan! If employees need to make a change to their health insurance, vision insurance, or dental insurance, now is the time. New plans become effective 6/1/16. Open enrollment period is 4/8/16 thru 4/29/16. If you need to add coverage, delete coverage, or change your coverage in any way please see me to complete the paperwork before 4/29/16. New deduction amounts will be deducted from your paycheck dated 5/6/16 for plan coverage effective 6/1/16. The health insurance premiums increased about 6% for Plans 1, 2, and 3; Plan 4 will have an increase of 11% due to high claims experience. Overhead Door will continue to provide the benefit of \$250 per month towards employee health insurance coverage. The Alpha Beta dental rates did not increase nor did the Companion Life EyeMed rates. There was a slight increase for Companion Life Dental. Changes to the health, vision, and dental plans are only available during open enrollment unless you have a qualifying event. Please check the charts below and see me if you have any questions.

- Marla Kline

Health Insurance Monthly Rates:

NEW 2016	Plan 1 500D	Plan 2 1500D	Plan 3 3000D	Plan 4 3000 HSA	OLD 2015	Plan 1 500D	Plan 2 1500D	Plan 3 3000D	Plan 4 3000 HSA
EE Only OHD Benefit EE Only	\$604.17 <u>(\$250.00)</u> \$354.17	\$525.40 <u>(\$250.00)</u> \$275.40	\$481.69 <u>(\$250.00)</u> \$231.69	\$454.26 <u>(\$250.00)</u> \$204.26	EE Only OHD Benefit EE Only	\$597.12 <u>(\$250.00)</u> \$347.12	\$519.26 <u>(\$250.00)</u> \$269.26	\$476.06 <u>(\$250.00)</u> \$226.06	\$427.79 <u>(\$250.00)</u> \$177.79
EE + SP OHD Benefit EE+SP	\$1329.18 <u>(\$250.00)</u> \$1079.18	\$1155.88 <u>(\$250.00)</u> \$905.88	\$1059.71 <u>(\$250.00)</u> \$809.71	\$999.38 <u>(\$250.00)</u> \$749.38	EE + SP OHD Benefit EE+SP	\$1313.66 <u>(\$250.00)</u> \$1063.66	\$1142.38 <u>(\$250.00)</u> \$892.38	\$1047.33 <u>(\$250.00)</u> \$797.33	\$941.13 <u>(\$250.00)</u> \$691.13
EE + CH OHD Benefit EE+CH	\$1208.35 <u>(\$250.00)</u> \$958.35	\$1050.80 <u>(\$250.00)</u> \$800.80	\$963.37 <u>(\$250.00)</u> \$713.37	\$908.52 <u>(\$250.00)</u> \$658.52	EE + CH OHD Benefit EE+CH	\$1194.23 <u>(\$250.00)</u> \$944.23	\$1038.53 <u>(\$250.00)</u> \$788.53	\$952.12 <u>(\$250.00)</u> \$702.12	\$855.58 <u>(\$250.00)</u> \$605.58
Family OHD Benefit Family	\$1812.52 <u>(\$250.00)</u> \$1562.52	\$1576.19 <u>(\$250.00)</u> \$1326.19	\$1445.06 <u>(\$250.00)</u> \$1195.06	\$1362.78 <u>(\$250.00)</u> \$1112.78	Family OHD Benefit Family	\$1791.36 <u>(\$250.00)</u> \$1541.36	\$1557.79 <u>(\$250.00)</u> \$1307.79	\$1428.18 <u>(\$250.00)</u> \$1178.18	\$1283.36 <u>(\$250.00)</u> \$1033.36

Dental / Vision Rates - No Change:

Alpha Beta Dental	2016	Companion Life EyeMed	2016
EE Only	\$12.75	EE Only	\$6.22
EE + 1	\$22.75	EE + 1	\$11.71
EE + 2	\$32.75	EE + 2	\$17.15

Service

Here are a few tips to help you develop the habit of positive thinking:

- Be optimistic and expect more favorable outcomes.
- Appreciate what you already have and find reasons to smile more often.
- Engage in enjoyable recreational activities and regularly have doses of fun.
- Read inspiring books and listen to your favorite music.
- Keep a thought journal and start to take more notice of the types of thoughts you have.
- Follow a healthy lifestyle.
- Exercise at least three times a week.
- Hang out with happy people.
- If you have been feeling sad or down for longer than a few weeks, see your GP or look in to seeing a psychologist who can give you some great skills to help you manage/challenge your thinking.

What do you do to think more positively? Do you believe you can change the way you think?

- submitted by Robyn Hansen

The Genuine. The Original.



Overhead Door Company
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1205 Ford Street
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• SAFETY • SAFETY • SAFETY • SAFETY • SAFETY • SAFETY •

Electrical Safety

Electricity is a wonderful thing. We use it to power our homes, machines, tools, lighting, medical equipment... the list could go on forever. Electricity is also a fearful thing. Coming into contact with an electrical circuit can lead to shock (whether minor or severe), electrocution (shock leading to death), arc flash, arc blast and burns. Electrical energy remains one of the top most serious hazards in the workplace. Electrical accidents are typically caused by either unsafe conditions – such as poorly maintained equipment, loose connections or insulation failure; or by unsafe work practices – such as not de-energizing prior to work or using conductive tools. Often, it's a combination of both.

Design safety requirements (OSHA's CFR 1910.302-308) cover all electrical equipment used in buildings, on structures, on your premises or on another premise (if the equipment is your responsibility). The safety-related work practice requirements cover all employees, whether qualified or unqualified, if they face a risk of electric shock above 50 volts. If employees face a risk of shock, OSHA requires them to be trained and familiar with certain pieces of the standard. Applicable OSHA references: Safety-Related Work Practices (1910.331-.335), Safety-Related Maintenance Requirements (1910.361-.380), Safety Requirements for Special Equipment (1910.381-.398).

Whether the electrical safety requirements apply to your workplace or not, you should follow these safety tips at work or at home:

- ▶ Have a healthy respect for electricity, no matter the voltage or current level. Low voltage doesn't always mean low hazard.
- ▶ #1 Rule: when possible, work de-energized according to proper lockout-tagout procedures. You should have a very good justification for doing any live work.
- ▶ Assume that all wires are energized, even if they appear to be insulated.
- ▶ Do not use electrical equipment that shocks, smokes, smells, is damaged, or has burn marks. Repair or replace it.
- ▶ Never repair electrical cords or equipment unless you're qualified; and don't repair cords with electrical tape.
- ▶ Never operate electrical equipment while standing in water.
- ▶ In wet/damp locations, ensure your electrical circuit or receptacle is equipped with a ground fault circuit interrupter (GFCI).

S - Staying
A - Accident
F - Free
E - Everyday

As always, be SAFE and practice SAFETY FIRST!

- Emily Hornung,
Hellman & Associates