

Consumer Services

This is the first year that the Corporate Phone Center has the responsibilities for administering parts sales, providing status on gun repairs, and answering technical firearm product related questions.

A comprehensive "Customer Service" strategy is currently being developed and refined. The key points of this plan will incorporate:

- A communications plan which clearly explains Remington's new repair policies.
- Development of a Reporting/Database Management System
- Development of Root Cause Analysis to provide malfunction data to Quality Control.
- On-going training for CSRs.
- Work flow processing to consistently track and control phone coverage, part order fulfillment and aging repairs.

Critical to this transition, a business system was structured in Madison to process spare part orders and provide information on in-house repairs. With minor exceptions, all orders are now being placed at Corporate Headquarters, then transmitted to the Ilion facility where they are picked, packed, and shipped.

Issues of Current Concern

- Lack of clear strategic direction
- Our new Customer Service Representatives are not adequately trained on product consultation.
- Our CSR's are inexperienced (having not dealt with the volume of a peak cycle hunting season).
- Wholesalers, Dealers and Sales Representatives are uninformed as to the current process and rationale of our new service policy.
- The end-user is angry for multiple reasons.
 - Can't get information
 - Frustrated to learn that "factory service" is no longer available.