

## ■ Future Requirements

*The ability to provide an acceptable level of service has to be considered a "cost of doing business". First, a "Service Mission Statement" must be developed along with an agreed upon company-wide service level. Service is a discriminating factor that greatly influences the customer's next purchase decision. While customers may want to be loyal, they also want and, more importantly, expect to be satisfied from a service perspective. Return business is largely determined by how well customers are treated after the sale.*

*Second, a commitment of resources must be made not only to include, but to enhance, the servicing of Remington's products. Although, Remington has invested large amounts of resources in designing, producing and marketing its' firearms, without a reputable service division, the company not only stands to lose repeat business, but also stands to jeopardize existing customer relationships, loyalties and reputation. There are several approaches to servicing our customers. Regardless of what approach is selected, the company must communicate, clearly and concisely, to our field organization, sales representatives and most importantly, our customer, what Remington's charter is for product service.*

## ■ 1998 Requirements

Action plans that are currently being designed need to be approved and implemented as soon as possible. The critical aspect of this process will be obtaining the necessary resources and support to properly develop the repair network.

Within the next few months a plan must be developed that will establish and support Remington's strategic direction for service. This plan should consist of:

- A. Develop a Service Mission Statement and Strategy.
- B. Obtain service agreements (business contracts) with a select number of Remington certified Service Centers
- C. Provide qualified trained field service personnel (to educate and update the Service Centers current with latest product information.
- D. Develop Marketing strategies to promote firearms service.
- E. Focus greater resources on field service requirements: i.e. technical documentation, access to electronic databases and repair release information.
- F. Product Training, initial and recurrent, for Customer Service Reps.