

# The Flaman Link

## *This Issue*

1. Letter From Don Flaman
2. 7th Annual Fundraising Gala
3. Upcoming Events
4. Customer Service Stories
5. What Makes Great Customer Service
6. Letter From Lori
7. Legendary Customer Service
8. New Staff
9. Meet Jacey Schuler
10. Trailer Team Heads to Utah

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## *Upcoming Events*

*April 13-14*

Cyclemania Trade Show  
Saskatoon

*April 22-26*

Moosomin Store Grand Opening

*June 20-22*

Canada's Farm Progress Show  
Regina

## *A Letter from Don Flaman*

Customer service is something I think about a lot.

I often ask – What can we do to improve our products and our service. I think we do a great job of customer service. But on occasion, we drop the ball. From time to time the products we sell or the services we provide do not meet our customers' expectations.

When this happens, how we deal with the situation is what counts. Most of our customers do not expect us to be perfect, but they do expect us to make it right when things go wrong. When we make it right, it shows them that we care and we do appreciate their business.

Thank you all and keep up the good work.

*Don Flaman*

## *7th Annual Fundraising Gala*



*Gala organizers show off their masks*

The Frank Flaman Foundation had its 7th Annual Fundraising Gala on Friday, April 5th. The 2013 Gala decorated the Westin in downtown Edmonton with several hundred people donning Masquerade Masks as they showed up for the masquerade themed event. The annual gala is a fun evening that includes supper, donations from the

foundation to local charities, raising money through a silent auction and live auction, and a live DJ to carry on the celebration into the night.

In addition to the \$140,000 that was presented to 14 local charities, this year the foundation added a new special award presentation to their evening. 11-year-old Aurora Erickson was The Frank Flaman Humanitarian Award recipient for her philanthropic, humanitarian effort. She inspires her fellow classmates, teachers and community to lead by example and think of others before ones-self. She received a \$2000 donation to a charity of her choice that fits the mandate of The Frank Flaman Foundation as well as a \$500 bursary towards her post-secondary education. Frank and the foundation's committee are grateful for the support of the company, its employees, suppliers and everyone else who contributes auction items and time to make this event a success every year.

**FLAMAN**  
*Group of Companies*



This month we go on the road to hear stories from across our company

*Customer service is who we are as a company. It is why we are here. Yet we rarely share each other's stories and celebrate our own success. So this newsletter is dedicated to sharing those stories. Here is a selection of the stories that we have received in the past. If you have done something you would like to share or see someone doing something that should be shared, please email your stories to [lindsay.sanderson@flaman.com](mailto:lindsay.sanderson@flaman.com) or call me at 306-934-2121.*

*Thanks!*

## Oops we hit a moose!

It was a Sunday last summer and the Yorkton Rental store wasn't open. Our rental emergency phone number is posted on our front door and Bernie Molnar received a call from a group of American hunters. They were on their way from Alaska back to Kentucky and somewhere on their journey they hit a moose. By the time they reached Yorkton their tires had it and they couldn't go any further. Bernie called Glen Gollner in our Parts Department and he met them at the store. Glen sold the hunters tires and wheels and got the tires changed. Their trailer was so full that they couldn't fit the old wheels in the trailer, so they strapped them to their vehicle. They were U.S. army personnel on leave and they couldn't afford to lose a day of travel. Glen got them on their way. Together our Rentals and Parts Department were able to de-stress the situation and help out some needy travelers.

## Customer service road trip

### Highway helper

This spring our salesman Alan Stein from Moosomin noticed someone having trailer trouble while travelling east on Highway 1. He stopped to see if he could help. Alan had the gentleman unhook and come back to our shop and see if we could repair his home-built trailer. After discussion with the service manager and the customer, it was determined that he was overloaded for his trailer and repairing it might not be the best option. Alan had a small utility trailer available that suited the customer's needs better, so the load was switched and the customer was back on the road with his brand new trailer in a couple of hours.

### Turning the lights on

On June 25th the Prince Albert area experienced one of the largest power outages in many years. We ordered a trailer load of generators from our Nisku store and as they sent a driver our way, we sent our driver towards Edmonton.

Our skeleton crew stood by answering phone calls and doing what we could to help people out. We managed to get on the radio and announce that we had generators coming and that we had fuel available for emergency vehicles. We ran a generator that powered a lamp and the coffee machine. By the time the generators showed up, it was 11 pm and we had 30+ people waiting in our shop to pick them up. Thanks to our team who worked late into the night and the generators from Nisku, we were able to service our community and help make an uncomfortable time a little bit easier.

### Quick turnaround

Jim Reader from Southey had a customer who purchased a couple of sea doo lifts on a Thursday afternoon and he wanted to pick them up on Friday morning, as he had a family function that weekend and wanted to use them. The two we had in stock were both not set up and Kyle Clark from the yard stayed until 11 pm that

night to make sure they were set up and the customer could pick them up the next morning.

Thanks Shari Hagen!

### Drive by customer service

An elderly customer from Saskatoon, who had bought a treadmill from another supplier, called Flaman Fitness because he was having a very difficult time installing the parts he had purchased.

Justin Howe spoke with the customer over the phone relaying his experiences and passing on tips that might be helpful. The customer then went and tried the advice that Justin had given him but to no avail. He called back informing us that he was still having difficulties. While they were talking, Justin realized where the couple lived. The next morning Justin stopped by and installed the part for the couple. They were very grateful for his help and were so happy there are still people who believe in customer service.

### Fitness at the Lake

During our recent vacation to Madge Lake, following the purchase of a new Schwinn 120 stationary exercise bike at the Regina store, we had discovered a faulty product during our assembly process. Thank you for all your efforts to have your rental service staff get me operational. They were able to make a temporary repair that allowed me to be operational during my vacation and I was able to exchange the unit on my return through Regina. Once

again, thank you for your help, it is this type of support that has me returning to Flaman for such purchases and recommending the company to others interested in such equipment.

Thanks - Lyle



## What makes great customer service?

*Customer service is one of those things that is really hard to capture and explain. Every customer will tell you a different story about what made their experience great or not so great. For me, it's making things easy. I love nothing more than to be able to walk into a store, get what I need and get on with my day. When I find somewhere that makes this happen, they have me. I tell all my friends to shop there and I will go out of my way to shop there.*

*There are lots of reasons that people choose one place over another. Customer service is individual. It's different for every person. Yes, there are a couple of basics that work every time but they are just that - basics. Things like clean bathrooms, a welcoming smile and a sincere "thank you" are basics. They are expected. Most people don't tell stories about how someone said hello to them today. But people will choose not to shop at places that don't provide the basics. On their own, these basics will not create passionate customers.*

*Great customer service that stands out above the crowd, the stuff that becomes urban legends, is where things get good. Truly outstanding customer service happens when you see what a customer really wants and give it to them. Most times customers will not say "I would like it if you did....." - filling in that blank is up to you. These don't have to huge expensive gestures or take a lot of effort; what they take is caring and a bit of creativity. Coming up with creative ways to make someone's day better - that is great customer service.*

*" Kind and understanding care"  
leaves lasting impression*

## A happy fitness customer shares her story

Dear Brad,

This is a note to thank you so very much for something you probably don't realize you did!

Brad, six months ago I walked into your store on Albert St. morbidly obese. The store is full of fitness equipment and fit people, which to someone like me could be very intimidating, causing me to do an about face and walk out. Here is where you shined and made the difference. You were kind and approached me in such an understanding way. I had seen the advertisement for the Flaman Challenge [Pay With Your Pounds] on television, featuring the Progression Machine [Vibration Trainer]. I Googled the Progression Machine and thought ..... there is something maybe I can do and have some health benefits from. I needed a kick start and it couldn't take much time or cause much pain! It also couldn't take up much space as I live in a small apartment. The Progression Machine sounded like it would suit me well. There you were on the opposite spectrum of health and fitness to myself and you talked about your mother having one and you were simply "kind" without judging me.

I bought the machine and vowed to myself to use it daily and start to look at and change my diet. You removed another common barrier and that was to have someone deliver and set it up.... a great service.

In a very short time of using my new Progression Machine, my aches and pains were gone. I was able to climb stairs

easily, walk further and generally become more active. My diet changed, my activity changed and my spirit lightened. I went from doing nothing to integrating and enjoying daily physical exercise. This is something I never thought would be words that would come out of my mouth!

It is six months later and today I received my cheque in the mail for taking the challenge. The financial return is, of course, wonderful and appreciated, however there is so much more to this for me. There is now more than 66 pounds of me gone and for the first time ever in a weight loss journey I believe that I will be able to maintain and continue to lose. I came in your store six months ago with a BMI of 45 and last week I was 32.9. I have gone from morbid to class 1 obesity in 6 months. I no longer require anti-inflammatory medication for painful knees and shoulders. As well, I have been on antihypertensive medication for years and the dosage has been decreased significantly. My outlook on life has always been positive but even it has brightened and Brad, you are the person that helped me get started. Keep up the good work and again I truly thank you for your kind and understanding care I received in your store by you. My hope is that one day I will be back to purchase another piece of fitness equipment and I will be looking to you for assistance. Brad, please share this with your manager and you can use my story and example for future customers. I wish you all the best.

Kind Regards  
Lori Tulloch

## Legendary customer service

Nordstrom's is an upscale retailer in the US. They sell clothes, shoes and other high-end fashion items. Nordstrom's is also a legendary customer service company. Do a quick Google search and you will find numerous stories about their customer service. The thing that I find interesting is that a lot of these stories are not about people moving mountains or giving away extravagant

things. They are mostly about really nice people doing nice things. Things like: sending a thank you note to a customer who bought a dress; offering to press and deliver a shirt for a client who needed it for a meeting; or warming up a customer's car while she finishes up her purchase. Customers love to tell stories about their Nordstrom experiences to everyone they know. Books have

been written about the delivery of these experiences (I started looking at Nordstrom's in a book called "Built to Last" where some of those stories come from). People who work at Nordstrom's are regular people, who probably have bad days like the rest of us, but they are able to do legendary things every day to delight and excite their customers.



## Welcome

### Yorkton

**Curt Nordin**

- IT

**Seth Remanda**

- Rentals/Parts

**Dallon Leger**

- Truck Driver

### Swan River

**Rick Watts**

- Parts/Rentals

### Moosomin

**Nathan Ament**

- Parts/Rentals

### Southey

**Devan Mitchell**

- Shop/Yard

### Prince Albert

**Wayne Gibb**

- Sales

### Saskatoon

**Tammy Clothier**

- Accounting Assistant

**Cody Voroney**

- Shop

**Dayne Vanderbyl**

- Yard



Touring the Wells Cargo factory



A Wells Cargo trailer being built

## Meet Jacey Schuler!



Jacey Schuler

### What do you do at Flaman?

I do reception and administration at the Saskatoon Fitness location. On the reception end of things I help by answering the phones and directing calls as needed, greet customers and help ring through their transactions. On the administration side of things I am in charge of doing the day/month end paperwork, as well as ensuring all our other paperwork is in order.

### What is your favorite part of your job?

I really enjoy the customer service aspect of it. I've always loved working with people.

### What did you do before you worked at Flaman?

I was a server.

### When you are not at work what do you like to do?

Be with my family. My husband and I have two boys (Kevin and Xander) who keep us busy.

## Trailer team heads to Utah for training



The trailer team training

From February 6-9, 2013 the Flaman Trailers division team went down to Salt Lake City and Ogden, Utah for our annual division meeting. Every other year we try to visit one of our manufacturers, to get a first-hand look at how the trailers are made.

On February 7 we toured the Wells Cargo plant in Ogden. We toured all areas of the more than 100,000 square foot facility. The team was

impressed by the quality control processes at every step and the craftsmanship apparent in the build process. Wells Cargo staff provided training on all their product lines: Fast Trac, Road Force, and the Wells Cargo line. In addition to the standard lines, specialized training was provided on Concession Trailers, Job Shack Trailers, Mobile Restroom Trailers and Wells Cargo's impressive custom trailer capability. Last but not least, the Wells Cargo folks were great hosts!

The second day of the meeting was held at the Ogden Eccles Conference Center in downtown Ogden. All of Flaman's main manufacturers (Trailtech, Southland, Diamond C, Aluma and ATC Trailers) were present to update the team on model improvements and changes for the coming year.

To cap off the meetings, Friday evening we headed to the Energy Solutions Arena in Salt Lake City and took in a Utah Jazz NBA game. All in all, the meeting provided a great learning opportunity that will allow us to better serve our customers, and it was a great way for the team to spend time together.

~ Steve Whittington, Trailer Division Manager