

The Leader in Replacement Parts for Healthcare Equipment Since 1972

RPI is ISO9001 Certified and very proud of it!

by Ira Lapides, CEO and President, Replacement Parts Industries, Inc.

am very proud and excited to announce that RPI is now certified as an ISO9001 company! RPI is one of the first aftermarket parts suppliers in the biomedical and dental industries to

achieve ISO9000 certification. We worked for more than two years to achieve certification. and November, 2000, we went through our certification audit. We were informed in January of this year that we passed the audit with flying colors ... we're certified!

ISO stands for the International Organization for Standardization. organization is responsible for creating the ISO9000 and ISO14000 series of standards. The organization

consists of members from over 110 countries, including the American National Standards Institute (ANSI) from the U.S.

The ISO9000 series of standards (ISO 9001, 9002 and 9003) is a set of requirements for a management system incorporating all of the activities associated with quality, and addressing those activities which help ensure that the customer's needs are met.

For a company to be certified, the requirements of the standard need to be met by the company and audited by an outside firm certified by the international organization to audit firms. The ISO9000 standards cover elements of the business such as design control, inspection and testing, corrective and preventive action,

those policies and procedures. In other

Companies can receive certification to ISO9001 if they do design of the end product, so that the quality of the product or service is under their control from its inception. Others can achieve certification to ISO9002 or ISO9003 if they are service organizations or distributors of products. To maintain certification, a company must continuously conduct internal audits to ensure that

it complies with the requirements of the standard, and be audited at least annually by an outside auditing agency. Every three years, a company must undergo a re-certification audit to maintain its ISO9000 status.

lence in our parts and customer service, and we have done a very good job of accomplishing that goal over the years. Meeting the requirements of ISO9001 helps RPI to be positioned to continue to grow, ensuring that the quality of our products and services will not be compromised as we grow. For you, our customers, RPI's ISO9001 certification is an added layer of confidence that the parts and customer service that you receive from RPI will be consistently excellent.

California, the **Energy Crisis, RPI** and You

As you are probably aware, California has been hit with an energy crisis. According to ABCNews.com, traditionally, California has had higher electricity costs than the rest of the nation. In the mid-1990's, large customers wanted a break in their energy bills and said competition could lower rates. The utilities also wanted out from under regulation. Thus, a botched experiment with deregulation for the state of California.

While California is working feverishly to eliminate the problem, it probably will remain with us at least through the sum-Rolling blackouts have already occurred and many more are sure to come.

Fortunately, RPI is located within the city of Los Angeles (Chatsworth is a suburb located in the San Fernando Valley), and the power here is generated locally and is in sufficient supply. We have been told that rolling blackouts will not occur in our area - but they might. So, if you do try to call, fax, or email during normal business hours and there is no response, please try back about an hour later. From what we have heard, that is about as long as the blackouts occur in any one area, and we will be here for you when the power comes back on.

MANAGEMENT SERVICE ISO 9001

In January of this year, TUV Management Service, Division of TUV America, Inc., Danvers, MA. certified that RPI implemented a Quality Management System in accordance with ISO9001. As a result, RPI was officially certified as an ISO9001 company.

and internal audits. An ISO9000 certified company is required to develop policies and procedures to address each element, and document that they are following

words, say what you do, do what you say, and document all of it.

RPI has always strived to achieve excel-

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Ira Lapides CEO & President Replacement Parts Industries, Inc.

FROM THE DESK OF THE PRESIDENT

Continuous innovation produced by any company can be very difficult to accomplish. It can also sometimes be disruptive to the normal flow of business. At RPI, I am proud of the balance that we have achieved between innovation and consistency, so that you know that you can always expect excellent parts and customer service, and at the same time expect new and creative approaches to our parts.

What you may not know is how we try to maintain an atmosphere that promotes innovation. The first thing that we try to do at RPI is hire good people. Then we train them to understand RPI's philosophy of business, and then trust them to make good decisions based on the past experiences they bring to RPI as well as their excellent judgment of a situation or opportunity.

And when it comes to developing parts, we try to solicit as much feedback as we can from our customers about the strengths and weaknesses of the equipment that we support and the parts that we develop. This we add to our own experiences and ideas as we develop new parts. ISO9001 certification also aids in the process, ensuring the consistency of our parts through specific validation and verification requirements.

Good examples of this are some of our new parts to fit the SciCan Statim cassette sterilizers. Our product engineer who worked on these new parts, Jim Wisniewski, brought extensive field experience working on these machines to this project. He talked to several of our customers, and then developed some great parts with innovative changes to the original design. These include adding a quick disconnect to the lid of the waste bottle assembly for easy removal, and offering socket head screws and a hex ball driver for the microswitch for easy access when replacing it, and right angle fittings and strain relief bushings for the vent solenoid and power cord to allow for more counter space.

Andy Sandelski and Phil Goldstein worked with several of our customers on the pressure transducer to fit the Amsco Eagle series bulk sterilizers. The part was also field tested by several of our customers to ensure that it met our quality and performance requirements. It was a tricky part and required close attention to detail from our vendor to allow us to offer this part to you. After all the research, development and testing, it all came together in a part that you have asked for and needed for some time.

Many customers test parts in the field for RPI, bring suggestions about modifications to proposed parts, or provide thoughts and insights as to which parts we should next develop. Our product plan is an ever-changing document, as we try to quickly adapt to our customers' needs and new opportunities. Your continued input is vital to the development of quality parts here at RPI and we appreciate hearing from you.

Thank you.

of Lapride

RPI To Phase Out A Few More Parts ... Later This Year

Impacted OEMs are
Coulter, Tru-Trac and
Instrumentation Laboratories

During the next several months, RPI will phase out some parts because our customers have told us that the equipment that these parts fit are extinct – not just obsolete. So to make room for more of the parts that you need most, after September 1, 2001, RPI will no longer carry the parts shown in the catalog on the pages listed below. In the meantime, you can order these parts until we run out of stock. So stock up now!

Coulter Section 1, Pages 200 - 201

(Some of the parts will not be phased out.)

Instrumentation Laboratories Section 1, Pages 300 - 309

(All of the parts will be phased out.)

Tru-Trac (Henley International) Section 9, Page 400

(All of the parts will be phased out.)

However, a couple of the parts have a reprieve. The Check Valves (Diode) that fit the Coulter analyzers will not be phased out. After September, they will simply be reassigned a new "generic" part number and will be listed in the General Shops Aids Section of the catalog. More about that in the Fall RPI newsletter.

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Your Customers Will Love You For This!

New parts and service tips to help your customers who use the SciCan StaTim cassette sterilizers

By Andy Sandelski and Jim Wisniewski, RPI Product Development Department

With the introduction of several new parts from RPI to fit the SciCan STATIM 900, 2000 and 5000 cassette sterilizers®, we thought it might be helpful to highlight some of the special features of the parts that only RPI offers. In addition, we would like to offer some tips that could help your customers

RPI PART#SCK016 CONDENSER

OUICK DISCON-NECT ON EXHAUST

ON/OFF LID FOR

MAINTENANCE

WASTE

BOTTLE

who use the Statim.

USER-FRIENDLY
CONDENSER
WASTE BOTTLE
(RPIPart
#SCK016) We completely redesigned
and improved the lid
of the condenser
waste bottle. The
RPI design is unique
and user-friendly.

With RPI's bottle, simply push and release the quick disconnect on the lid and the condenser waste bottle is free from the exhaust

tube for easy maintenance. That means no more spilled liquid when replacing the water in the bottle. No more trying to maneuver under and around everything else to reach the bottle and tube. It's a one-step process - simply push and release – it's just that easy!

What's more, use the cord clips included in the kit to secure the exhaust tubing to the counters and walls as needed so that you don't have to drill into your customer's counters and walls.

Here's a suggestion – take one of the RPI Condenser Waste Bottle Kits along with you the next time you visit one of your customers. Show him or her how convenient it is to use and you'll probably walk away with an order for one.

All of the parts in the RPI Condenser Waste Bottle Kit are also sold separately. That means that once you install the Kit, you can simply "rebuild it" as needed in the future. First order the entire kit (RPI Part #SCK016). Then, as you need to, order any of the following parts separately: Bottle and Lid (RPI Part #SCB018);

Condensation Coil (RPI Part #SCC019); Panel Mount Quick Disconnect (RPI Part #RPF370); O-ring (RPI Part #RPO343); Exhaust Tubing Kit (RPI Part #SCK017); and, the In-Line Quick Disconnect (RPI Part #RPF371).

ADDED COUNTER
SPACE One thing every
dental and medical office
needs is more space. What
if we told you that RPI has
the parts that can add
counter space for your cus-

tomers? Unbelievable, but true! Here are two "space maker" parts that can help add more space to your customer's office.

Space Maker #1: Using the RPI Push-In Elbow Fitting (RPI Part #RPF363), simply connect the fitting to the exhaust tubing and the sterilizer – then move the sterilizer closer to the wall. The secret is in the swivel. The fitting swivels so that no matter which direction you face it, the tube will follow – adding more counter

space. Plus, the fitting helps to eliminate leaky tubing due to "stressed out or bent tubing" which in turn means happy customers for you. Space Maker #2: Using the RPI Power Cord Replacement Kit (RPI Part

#SCK025), replace the old power cord with this new style that allows the sterilizer to sit closer to the wall. Plus, you can position the strain relief in any direction

to follow the exhaust tubing or to reach the AC outlet without causing stress to the cord. More happy customers.

EASY REMOVAL OF THE CAS-SETTE SEAL (RPI PART #SCS001) Here's another tool to help make your job easier. It's the RPI Cassette Seal Removal Tool (RPI Part #RPT372) and it does just that! It removes the cassette seal without scratching the cassette lid or seal. It also prevents damage to seal - old or new, especially when doctors decide to replace

the seal on their own. Its "flat- thin-

rounded" surface allows the tool to pry

loose the seal without damage to the lid. Here's a suggestion – keep several handy – in your service vehicle, in your

RPI PART#RPT372
CASSETTE SEAL
REMOVAL TOOL

THIS TOOL MAKES IT EASY
TO REMOVE THE CASSETTE
SEAL WITHOUT SCRATCHING THE LID OR DAMAGING
THE CASSETTE SEAL.

tool box, and even one at your work bench.

NOW IT'S EASY TO REMOVE THE MICRO SWITCH We know just how difficult it is to remove the very, very small Pan Head screws when replacing the Micro Switch (RPI Part #SCK007). So, we now include two socket head cap screws with the RPI micro switch and offer the "tool" – a 7" long steel tool with a plastic handle and precision ballpoint 5/64 hex at the end of it. Whew! It

sounds complicated, but it's really not. The tool has a simple design made especially to reach "way back into the machine" to easily remove the socket

head cap screws even at an angle. With this one, we just wonder why someone hasn't thought of it before now. To order the tool, ask for RPI Part #RPT297.



WHAT'S NEW FROM RPI

The following new parts are now in stock, ready to ship the day your order is received.

AMERICAN STERILIZER Eagle 2000 & 3000

RPI Part #AMG190 OEM Part #N/A

GASKET (Heater Flange) Models: All Eagle 2000 & 3000

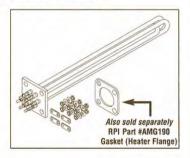


RPI Part #AMH189 OEM Part # (See Part Description)

HEATING ELEMENT

Used to replace the following: 30 kw - CHS Series and Stage 3 with anti-flood (Chromalox) OEM Part #P764323-549; 20 kw - CHS Series with antiflood (Chromalox) OEM Part #P764325-727; 30 kw - AS Series with anti-flood (Electro Steam) OEM Part #P764322-460; and 20 kw - AS Series/solid state (Electro Steam) OEM Part #P764319-903

Models: All Eagle 2000 & 3000



RPI Part #AMH192 OEM Part # (See Part Description)

HEATING ELEMENT

Used to replace the following: 30 kw - CHS Series and Stage 3 with anti-flood (Chromalox) OEM Part #P764323-549; 20 kw - CHS Series with anti-flood (Chromalox) OEM Part #P764325-727; 30 kw - AS Series with anti-flood (Electro Steam) OEM Part #P764322-460; and 20 kw - AS Series/solid state (Electro Steam) OEM Part #P764319-903

Models: All Eagle 2000 & 3000

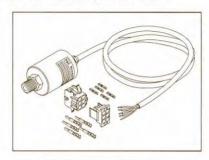


RPI Part #AMK118

OEM Part #056396-215, 093908-907 & 093910-580

PRESSURE TRANSDUCER KIT

Models: Eagle 2000 Series Vacumatic, Eagle 3000 Series Stage II Vacumatic, & Eagle 3000 Series Stage III Vacumatic



RPI Part #AMK188 OEM Part #P764080-001

STEAM TRAP REPAIR KIT

Models: All Medallion Series and All Eagle 2000 & 3000 models



RPI Part #AMT187 OEM Part #P129222-001

STEAM TRAP ASSEMBLY

Models: All Medallion Series and All Eagle 2000 & 3000 models



RPI Part #AMV191 OEM Part #P150828-473

SAFETY VALVE

Models: Eagle 2000 general purpose, small isothermal, small vac and medium ETO; Eagle 3000 stage 2 general purpose and medium vac; and, Eagle 3000 stage 3 general purpose and small vac

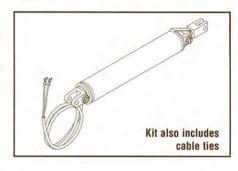


MIDMARK • RITTER 100 Series Tables

RPI Part #MIC063 OEM Part #002-0001-00

BASE CYLINDER KIT

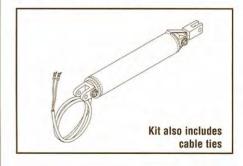
Models: 106, 111, 114, 116, 117 & 119



RPI Part #MIC064 OEM Part #002-0002-00

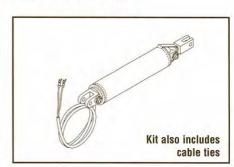
TILT CYLINDER KIT

Models: 111, 114, 116 & 119



RPI Part #MIC065 OEM Part #002-0003-00 BACK/FOOT CYLINDER KIT

Models: 111, 114, 116 & 119



WHAT'S NEW FROM RPI

When you need parts for obsolete or new equipment, RPI has always been there for you.

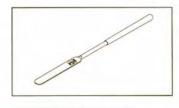
SCICAN STATIM Cassette Autoclave® 900, 2000 & 5000

RPF371

RPI PART #RPT372 OEM PART #N/A

CASSETTE SEAL REMOVAL TOOL

- 19/64" wide spatula; 5-5/16" long
- . Used to remove cassette seal

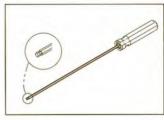


RPI PART #RPT297 OEM PART #N/A

5/64 HEX x 7" LONG BALLDRIVER

- 5/64 hex: Precision ballpoint
- •7" long steel tool with plastic handle
- Use with Micro Switch Kit (RPI Part #SCK007)

Model: 2000

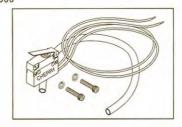


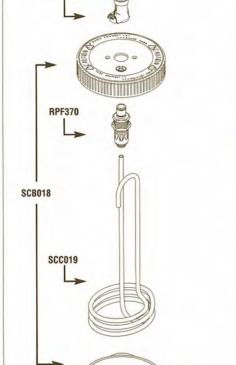
RPI PART #SCK007 OEM PART #01-100571S

MICRO SWITCH KIT

Fits: Probe Bracket

Model: 2000





RPI PART #SCK016 OEM PART #01-100812S

CONDENSER WASTE BOTTLE KIT

- · Self-contained reservoir assembly
- · Comes completely assembled simply connect the exhaust tube. Includes: Condenser Waste Bottle with Lid (RPI Part #SCB018), Condensation Coil (RPI Part #SCC019), Panel Mount Quick Disconnect (RPI Part #RPF370), Exhaust Tubing Kit (RPI Part #SCK017), and In-Line Quick Disconnect (RPI Part #RPF371)

Fits: Vent Solenoid Valve Fitting Models: 900, 2000 & 5000

ALL PARTS ALSO SOLD SEPARATELY!

RPI PART #ADC058 (OEM PART N/A) Cord Clip

RPI PART #SCB018 (OEM PART #01-100724S) Condenser Waste Bottle with Lid

RPI PART #SCC019 (OEM PART #N/A) Condensation Coil

RPI PART #SCK017 (OEM PART #01-100204S) **Exhaust Tubing Kit**

RPI PART #RPF370 (OEM PART #N/A) Panel Mount Quick Disconnect

RPI PART #RP0343 (OEM PART #N/A)

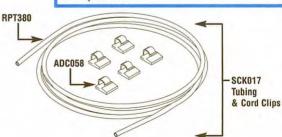
O-ring (used with Panel Mount Quick Disconnect)

RPI PART #RPF371 (0EM PART #N/A) In-Line Quick Disconnect

RPI PART #RPT380 (OEM PART #N/A)

Tubing (Nylon® 11; natural; 1/4" OD; .180 ID) -

sold by the foot



SOME RPI PARTS IMPROVED TO ENSURE YOUR 100% SATISFACTION!

RPI PART #ATM630: Main drive motor now has longer lead wires for easier installation. RPI PART #DES605, DES606, DES607 & DES608: Switches now have the correct push-on nuts.

RPI PART #MIG028: Door gasket now made of a softer material. RPI PART #MIS017: Float switch is now made from a new material - same material as the OEM's. RPI PART #PCH147: Heater has

redesigned wire leads. RPI PART #PCS043: Function switch now has a higher amp rating of 20amp. RPI PART #PCS604: Power switch now has shrink tubing covering the solder terminal.



Sherry Lapides Vice-President, Customer Relations Replacement Parts Industries, Inc.

8 to 4 No More

It seems like only yesterday (but it wasn't). A little over twenty years ago, Al and I went shopping for a new stereo and were impressed by the salesman who helped us, a young man by the name of Phil Goldstein. He was eager to help us, without being pushy, and took the time to explain to us the differences between units, and their features, and to understand what it was that we were interested in purchasing. He made the sale.

Not too long after that, Phil's name came up again when we started looking for someone for our fledgling Product Development Department, someone with the attitude, integrity and initiative that Phil had. The more we thought about it, the clearer the choice became. And so Phil joined RPI, working on product research and development with Al, while also coordinating shipping, receiving, inventory control and packaging.

When Phil started with RPI, he knew very little about medical and dental equipment. But he was, and still is, a very fast learner. We were very lucky that Phil's dad, Al Goldstein, was an RPI customer, with a company named Medi-Dent here in Chatsworth. Al Goldstein is an electrical engineer and had worked in the defense industry before going into equipment repair and is still a consultant to RPI, as well as a friend and deep sea fishing partner. Phil spent many hours working with him, learning about equipment, trouble-shooting techniques and electronics.

This January we celebrated Phil's 20th anniversary of working with us here at RPI. He is now Director of Product Development with several people in his department and he probably knows as much about the maintaining and repairing of medical and dental equipment as anyone in the field. Needless to say we are very proud of him and what he has accomplished.

In addition to Phil's long tenure at RPI we have three employees who have been with us more than ten years: Tony Aguilar, Warehouse Supervisor; Lisa Link, warehouse; and Andy Sandelski, Product Development Engineer. And we have five employees who have been with us for more than impressive!



Ira Lapides congratulates Phil Goldstein for 20 years of product development with RPI. Thank you Phil for your loyalty, dedication and hard work.

who have been with us for more than five years. For a small company, that's pretty impressive!

We also have a number of customers who have been with us for the almost thirty years RPI has been in existence. We thank all of you for your loyalty and support. We could not have done it without you.

Have a wonderful summer and try to keep cool.

New RPI Price Book

We now have a new price book. It is the first time that we have updated our prices in nearly two years. You will find that prices for many of the parts have been reduced or have stayed the same, while others have a slight price increase from about 1% - 4%.

Over the past few years RPI has seen some significant cost increases from its vendors due to higher material and labor costs. Most likely, it will not subside in the near future, especially with increasing energy costs that are now hitting California, and may be coming to your state very soon.

RPI will continue to use volume as its strength with vendors to keep costs down, and thus keep prices down for you. It is the company's mission that you will always receive excellent pricing and service from RPI. That is a promise.

Customer Comments

Thank you for your help. Your on-line order form is much appreciated.

Larry Parkhill Parkhill Dental Service Indianapolis, IN

Your website is the best! "

David Privette Medical Equipment Repair Washburn, ME

Larry and David, Thank you for your kind words. We appreciate hearing from you.

The RPI Family...

Salutations! My name is Raymond Villagran. I was born in California in December, 1970. I've lived in many different cities in my life including Los Angeles, Oxnard, Hollywood, Redlands, and now in the San Fernando Valley. I'm



Raymond Villagran RPI Customer Service Representative

glad to be back near the ocean since I've spent most of my childhood swimming and diving.

I am the eldest of one sister and one brother

whom I visit often along with my mother in Redlands, California.

In my spare time I enjoy reading, playing trivia games, and spending time with friends. My future goals include winning a million dollars (or more) on the game show "Who Wants to Be A Millionaire?" or (more realistically) obtaining a Bachelor's Degree in Psychology.

My time with RPI has been a very rewarding experience and I look forward to the future.

A Big RPI Welcome...

To Ruben Campos and Cathy Murillo. Ruben is new in the Shipping and Warehouse Department, while Cathy is the newest member of the Customer Service team. Please feel free to introduce yourself to Cathy next time you place an order. Welcome aboard to both of you!

T1

Transformers 101

by Phil Goldstein, Director
RPI Product Development Department

Every now and again, our Tech Service team will spend ten or fifteen minutes on the phone with a repair person who requires a quick education on the basic principles of how a power transformer actually works. The most commonly asked questions are regarding the PRIMARY and SECONDARY functions. There is always some confusion as to which is the source and which is the load side. The purpose in writing this article is to provide a simple definition and example that helps to explain the functions in terms that are easily understood.

The textbook definition of a transformer is as follows, "an electrical device which, by electromagnetic induction, transforms electric energy from one or more circuits to one or more other circuits at the same frequency but usually at different voltage and current value". In layman's terms, this simply means that the **PRIMARY** side of the transformer is the side from which power will be transferred, and the **SECONDARY** side is the side that feeds the load. For example, if we are installing a step down transformer in a dental light, the light uses a 24 volt light bulb, but uses the 115 volt power source on which most of our appliances and machines operate. The **PRIMARY** side of the transformer is where the 115 volt line is attached. The windings in the transformer create a magnetic field that drops the voltage to 24 volts on the **SECONDARY** side. All the magic is performed in the two windings of the transformer. By changing the windings, you can also step up the voltage in the same manner – 24 volts in on the **PRIMARY** side and 115 volts out on the **SECONDARY** side.

We hope this explanation will help to alleviate potential confusion in the future. Please contact us if you have questions.

The RPI 2001 PM Poster is Here!

Several years ago, RPI introduced National Preventive Maintenance Month to help create a greater awareness of the importance of lubricating, adjusting and routinely replacing wearing parts of machines to improve reliability and extend equipment life. In commemoration of PM month, in the past we have offered free PM posters and a "stress" ruler to our customers and friends. The RPI 2001 PM poster is now available. Please contact us for your free poster: call (800) 221-9723; fax (818) 882-7028; or E-mail order@rpiparts.com





RPI at the CDA (California Dental Association) Show, Anaheim, California. Left photo: RPI employees left to right - Ira Lapides, Budd Ford, Ray Villagran, Maria Maneja and Tony Aguilar. Right photo: Jim Wisniewski (the "RPI Dental Guy") and Art Vigil (Owner of Desco Co.) examining the new RPI Condenser Waste Bottle Kit to fit Statim cassette autoclaves.

Business Focus

by Al Lapides CEO Emeritus & Chairman of the Board, Replacement Parts Industries, Inc.

"What do you do

or are you trying

to expand into

do better?"

Are you

Business focus. We hear that term thrown around a lot, and we say we know what it means and we're doing it. But are we? Many independent service companies didn't survive the entrance of asset

management into the industry. They tried to broaden their scope beyond their best? immediate capabilities and focusing on that, got lost in an uncharted land. They lost their focus and either got swallowed up, went out of business, or areas that others diminished in size.

Maintaining focus is essential. Let me give a few examples. The premier portable toilet company in Southern California is Andy Gump Co. They have achieved the status of having all portable toilets in this area called "Andy Gumps". They achieved this status, first, by being the pioneer in the field; and second, by being focused on service and customer base. For instance, waste management is a kindred industry. They won't touch it. Mass waste disposal systems are another. Again they stay away. And companies in these other industries stay away from portable toilets. The Andy Gump Co. stays away from those markets because they are certain that companies in those industries would become competitors if they did.

Another company here in Southern California is the Marfred Paper Co. They have grown from a small start-up some 40 years ago to a \$350 million a year company today. This has been accom-

plished in the face of being in one of the most competitive industries today. They did it by focusing. They make corrugated boxes for small and medium sized businesses. They don't try to compete with the giants for regular paper products.

How about RPI? We learned to focus early in our existence. We have concentrated on parts for biomedical and dental equipment. There is a lot of good business in diagnostic and imaging parts, but we have left that for others who know how to do that well. We have stayed away from salvaged and refurbished parts, and from rebuilding. There is lot of money to be made there, but others know how to do that better than we do. Our focus has helped us to continuous growth over the last 29 years, which has enabled us to serve you better.

What do you do best? Are you focusing on that, or are you trying to expand into areas that others do better? Please focus. We want you as customers for a long time to come.

Marketing & Sales Tips

Going back to move forward

Y ears ago I remember my brother, Jeff. and a friend of his were working a summer job at Universal Studios, a popular theme park for tourists here in Los Angeles. Jeff and his friend were responsible for bussing tables and sweeping floors at one of the restaurants in the park. During their shift, customers constantly interrupted them to ask questions like "Where is the ketchup?", "Can you clean my table so I can sit down?", etc. Finally after one very long afternoon of "interruptions", Jeff's friend turned to him and said, "Gee Jeff, if we just didn't have all these tourists bothering us we could get our jobs done!"

That is a true story and it is one of my favorite customer service stories because it encompasses so much in one short statement. In that statement we are reminded of the "basics" of customer service - we should never be so busy with other work that we can't take time for our customers; and, if it wasn't for our customers, we wouldn't be successful.

As vice president of marketing and customer service for RPI, I am always interested in exploring new methods that will enable us to provide even better customer service, while at the same time, going back to basics is often the best starting point. by Joan Woodlock

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