



Wire-Line

Company and Industry News and Reviews

Practicing 'Out-of-the-Box' Customer Service

In today's intensely competitive environment, Atlas Wire has redefined our concept of customer service based on building relationships, anticipating customer needs and helping customers become more profitable.

What is your worst customer service nightmare?

You'd probably say things like: missed delivery dates, unanswered phone calls, customers unable to get needed customer support, lost shipping, delivery or billing documents.

MIT lecturer and consultant Jonathan Byrnes asks the same question with a different twist: 'What customer service move by your competitor would be your worst nightmare?' Answers might include:

- ✓ They were able to identify a crucial service I missed and offer it to my customers.
- ✓ They were able to create value added services that bring them closer to my customers.
- ✓ They were able to generate better customer information and offer new services to my customers.

The difference between the two worst nightmare scenarios reflects a fundamental change taking place in customer service today — especially in highly price sensitive commodity type products. In the past, customer service essentially focused on keeping promises and doing what was expected. However, a new view of customer service involves going beyond the tradition, being proactive, anticipating needs and working to help your customer become more profitable.

It is this proactive "out of the box" customer service that we believe helps set Atlas apart from others in our industry. Providing a good price only enables you to

Do You Know What You Are Getting?

In dealing with our customers, we've discovered that not all products are created equal. Atlas Wire's #22 7/30 Tinned Copper UL 1569 is not every manufacturer's #22 7/30 Tinned Copper UL 1569.

There are differences in copper conductors. We've seen samples of competitor's products labeled #22 7/30 that only measured out to be 7/0096. One thousand feet of this 7/0096 conductor weighs two tenths of a pound less than the 7/30 product. This 7/0096 may meet the minimum requirements of UL for circular mill area but we wouldn't accept this if our customer's print called for 7/30. If you prefer this lighter stranding, Atlas can offer it, but our product would be correctly marked as 7/0096 on the paperwork and product identification tags.

There are also differences in PVC insulations. Many of Atlas's products are manufactured with "Lead Free" PVC and have been for some time. These compounds cost more but we're committed to providing our customers the most "environmentally friendly" products available.

Take nothing for granted! Take the extra step! Make sure you are getting what you ordered ...make sure you know what you are getting!

The next time you order from Atlas, talk to Jan, Vivian or Jim about your specific application and see how they can help you.

make a transaction, providing the proactive value-added customer services enables you to build relationships.

Compare Atlas' customer service with our competitors and tell us how we stack up.



Customers Can Save By Buying Bigger Reels

Recently, one of our customers discovered that by buying #24 7/32 TC UL1569 wire on a 10,000 foot reel instead of the 5,000 foot spool he normally purchased, he was able to save 27 cents per 1,000 feet.

He never knew he could do that because he didn't know that Atlas had so many different packaging options.

In this era of volatile pricing for copper and pressure to squeeze every penny of cost from raw materials and component parts, customers are seeking every possible edge in the purchasing process. One major way is through packaging. The bigger the package (reel or drum) the less expensive the cost per foot.

Talk to Jan, Vivian and Jim the next time you place an order. Give them a chance to see if they can help you.

Production Schedules

Click to <http://www.atlaswirecorp.com/shipschd.htm> for the latest Atlas production and shipping schedules.

Please email Bruce Leska at BLeska@aol.com if you would like to have Atlas e-mail you weekly production schedules.

Product News:

Multiple Appliance Style Ratings on 1/32" PVC insulated wires:

- ✦ We will be adding more AWM styles to our print legends and tag identification.
- ✦ For awg sizes #10 - #22 these new print wheels will have UL Appliance Wire styles 1015 - 1230 - 1013 - 1335 - 1032, CSA TEW, and CSA AWM I A/B all included.
- ✦ For awg sizes #16 - #10, and where it's allowed, these new print wheels will also have a Boat Cable designation of BC-5W2.
- ✦ Where allowed these wheels will also have Machine Tool Wire (MTW) print.

Multiple Appliance Style Ratings on heavy walled PVC insulated wires:

- ✦ We will be adding more AWM styles to our print legends and tag identification.
- ✦ For #8 awg these new print wheels will have Machine Tool Wire (MTW), Boat Cable (BC-5W2), UL Appliance Wire Styles 1028, 1231, 1015, 1336, 1344, 1032, CSA TEW, and CSA AWM I A/B all included.
- ✦ For #6 and #4 awg these new print wheels will have Machine Tool Wire (MTW), Boat Cable (BC-5W2), UL Appliance Wire Styles 1283, 1232, 1015, 1337, 1346, 1032, CSA TEW, and CSA AWM I A/B all included.

New UL Appliance Wire Approval:

UL Appliance Wire Style 3199 — This product is Heat Resistant Cross-Linked Polyethylene (1/64" wall thickness) Insulated Wire Intended for Ballast Leads