

Ninety-Four Percenters

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I read a startling statistic this week. The article I read stated, "Of those customers who are unhappy with a product or service they have purchased, 94% never complain!"

While on the surface that may sound good, it is not. I would much rather hear complaints and have a chance to make things right, than have our customers do what those 94% that don't complain, do. They simply get their products and services someplace else.

Several years ago we started putting the Satisfaction Guaranteed stamp on all of our promotional material. We rarely get complaints but there are certainly times that we have needed to make things right with the customer. Each of the Pheasantland shops need to hear from you if you are not satisfied with the product or service you received from them. Without that feedback it is harder for us to learn where we need to improve.

So please let us know if something is not right. We have links on our newsletters and our website that you can click on that connects you with either the shop foreman or directly with me. All of our phone numbers are listed as well if you would like to visit with us about an issue. Thank you, I appreciate your help in improving the quality of Pheasantland.



Product Spotlight

Outdoor Signage

Although we enjoy selling our novelty mini-signs, remember that Pheasantland excels at big signs. If you are interested in increasing the visibility of your school or organization give Josh a call at the Sign Shop and check out our line of indoor and outdoor signage. Here are a couple of pictures of some outdoor signage we did recently for the local American Legion hall in Baltic. Although it is not lighted, the reflective material makes the sign pop when light hits it.



Josh Herberg, Sign Shop
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Staff Changes

If you call the Print Shop & Bookbindery you might notice a new voice on the line. Chad Rotert has moved on to other pursuits by transferring to another position within the institution. While we are in the process of recruiting and training a new foreman, Dale Van Dyke will be running those shops. The phone number 367-5064 is the same but the e-mail address has temporarily changed to:

dale.vandyke@state.sd.us

Polar Fleece Blankets

Popular items this winter are our polar fleece blankets available from the Garment & Screen Shop. In addition to keeping you warm these blankets will save you money because they dry faster than thicker covers in the dryer. Custom screen printing of a logo or text is also available at an additional cost.



Only
\$9.98
each

Pat Cihak
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