**P1** / **NEW OFFICES**
We recently completed a 35,000 foot addition to Water-Right offices and production.

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**GRUETT GROANER**

SPEAKING Softly

SPRING EDITION 2014

# Moving On Up!

## Our 35,000 sq. foot Expansion is Complete

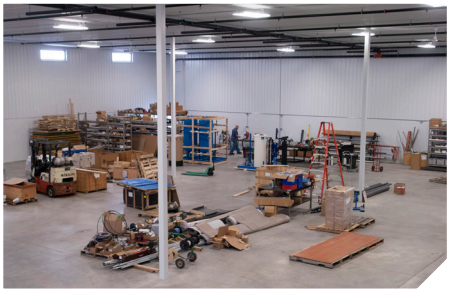
By Kurt Gruett, President at Water-Right, Inc.









Water-Right has completed the move into its new headquarters. As I write this, we are currently moved into the new facility but it's not quite home yet. Contractors have to fix a few things and we certainly need to finish up the decorating, but every employee has a desk and an operating phone!

Our new 35,000 sq. foot facility will allow the departments within the company to better communicate and come together as this is the first time we are all housed together.

While we are getting settled in the new office area, we are working hard on the organization of the warehouse and assembly areas of the new building. The new commercial build area, complete with crane, is already up and running. A new valve assembly area is currently under construction which will allow for much more efficiency.

While we have all officially moved in, we will have our grand opening later this spring.

# Handling Customer Complaints

**By R.J. Burke, Director of CCWG and Marketing at Water-Right, Inc.**

Whether you are engaged in selling a product or a service, you can expect that over time you will be dealing with a few customer complaints. Whether the complaint in your eyes is valid or not has little to do with how the customer feels or thinks about the issue; it was an issue so profound in their mind that they were compelled to reach out to you with the expectation that it will be resolved to their satisfaction. If the problem was caused by you or somebody within your company, it is your responsibility to resolve it quickly and without hassle. The complainant doesn't need to know how or why the problem occurred or how many hoops you will have to jump through to resolve it. All they are focused on is the resolution. And it is up to you to bring about that resolution as quickly as possible.

Statistics show that an unhappy consumer as opposed to a satisfied one will tell up to 10 times as many people about their experience. Therefore, is it critical that a proposed solution to their problem meets with their approval. Sometimes it takes a lot more effort on your part to resolve the complaint, but in the long run it will pay big dividends down the road as word will get around – especially in these times of social media – that you have a philosophy that the customer is king.

There are some things you should adhere to when addressing customer complaints:

1. Listen to what the customer has to say. Acknowledge the problem by asking the customer to give details, and don't take the complaint personally.
2. Show your concern for the issue and show respect for the customer by not interrupting; let them explain the situation. You will have time to respond. Interrupting the customer will only make them feel your concern for the problem is not genuine.
3. Ask questions to clarify the problem.
4. If not immediately brought up, ask the customer how they would like the problem resolved.
5. Make sure you apologize for the misunderstanding or inconvenience the matter has caused.
6. Show some empathy. Put yourself in the customer's shoes. We all have experienced issues relating to service and product.
7. Write down all the information the customer gives so you can convey it to the person who is responsible for handling the complaint should it not be you. Nothing annoys a customer with a complaint more than having to explain it over and over to another person.
8. Don't automatically take an employee's side over the customer's side. Listen to what the customer has to say first.
9. Try to handle the problem within the customer's time frame.
10. Explain to the customer that their feedback is valuable to the company, that it will help you provide better service when addressing the needs of your customers.

Remember to view complaints as an opportunity to keep a valued customer. If handled properly, customer complaints can be reversed from a negative experience to a positive experience. Isn't that what we all want?

## HAPPY RETIREMENT KARL!




From left to right: *Guy Gruett, Kurt Gruett, Karl Vermeiren, Greg Gruett, and Glenn Gruett*

Water-Right and Mineral-Right would like to congratulate and thank Karl Vermeiren for 15 years of dedication and support to Crystal-Right and Water-Right valve sales in Europe.

Karl retired February 1, 2014 and we wish him well. A special retirement party for Karl was given at Aquatech in Amsterdam last fall. Good Luck Karl!

## TECH TIPS

**By Ben Bartol, Tech Services Manager at Water-Right, Inc.**

### "My Water Softener or Water Filter is Missing Parts. How Come?"

We have had numerous phone calls coming in to technical service lately from numerous customers and we would like to address it. The unit is usually a large water softener or a filter that requires a large amount of water during the regeneration cycle. We have been receiving phone calls from the installer who says that there is not a nut on the drain elbow and the ferrule or "stiffener" seems to be missing.

Since we've taken on the Clack valve line, it is Water-Right's policy that any piece of equipment that has a drain line flow control larger than 7 GPM will have the nut removed from the drain elbow and the stiffener is not sent with the unit. The reasoning behind this policy is Water-Right does not feel that the bed will lift properly at that GPM, when backwashing with just a ½" drain line. This could cause premature fouling of the bed.



So if the piece of equipment you order has a 7 GPM or greater drain line flow control, there will not be a nut or stiffener on the drain elbow in your order.

# kurt'sCORNER

### CELEBRATING ANNIVERSARIES!

Please help us celebrate employee anniversaries this spring for their years of service to Water-Right.

| Employee | Years |
|---|---|
| Vicki VanStraten | 25 |
| Derick Wasinger | 16 |
| Chris Schwersenska | 15 |
| Whitney Kilpatrick | 15 |
| Tom Tegan | 11 |
| James Dewey | 8 |
| Joel Rinne | 5 |
| Joel Grimsley | 4 |
| Dorothy Huempfner | 3 |
| John Current | 3 |
| Luke Java | 3 |

*Thanks to all for your dedication and hard work!*

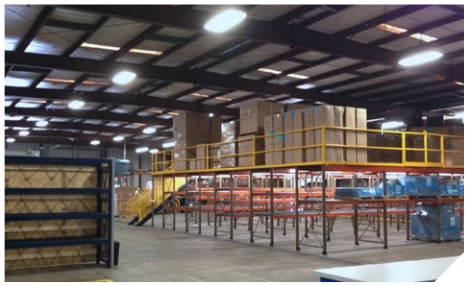
### 'BOARD' WITH WINTER

Last year Water-Right experienced the largest technical "glitch" in its company history. Short of calling this a "recall", it was advised that these boards be replaced due to the possibility of multiple regenerations. Thousands of boards that have been sent all over the world are a part of this glitch.

While the logistics of this is hard to imagine, for the most part it is behind us. We thank you all for your patience and help. If you have defective boards that have been replaced but are still at your location, please send them back at your earliest convenience so we can credit your account accordingly.

## Coast Pump opens new Ocala location



Congratulations to Coast Pump Water Technologies on their recent purchase and soon to be grand opening of their new Ocala Coast Pump location. This branch will serve their pump customers and will also act as Coast Pump's main water treatment center – serving all of the Coast Pump locations in Florida.



## What is the Water-Right School?

Water-Right offers a three-day seminar to help uncover the mysteries and overcome the misunderstandings of the most important product we furnish to our customers — WATER! The knowledge gained will not only help in your day-to-day business, but also increase your professionalism in the industry.

This seminar is accredited for continuing educational credits for Master Plumbing licenses, plumbing, well drilling, contractor and WQA in many states, including Wisconsin. If you are interested in learning more about topics on water testing, ion exchange, sizing for the proper unit, filtration fundamentals, reverse osmosis, service, lead generation and sales tools, you should sign up. Please give Vicki a call at 800-777-1426. The next Water-Right school will be held April 29-May 1, 2014 in Appleton, Wis. at the Radisson Paper Valley Hotel.

## Employee Spotlight Brett Fitzgerald

For the last 11 months, Brett Fitzgerald has been part of the team at Water-Right. As a production line team member, Brett accomplishes all phases of residential softener assembly to include; filling tanks with required media, valve installation, final packaging and completing the shipping documents.

Brett says he really enjoys working with the crew at Water-Right, "I am surrounded by great people who are so willing to work together."

"Brett is a great team player that strives to do his best every day. He has a very positive attitude and fits in well with the production team", says Tom Tegen.



In his free time, Brett enjoys a medley of hobbies and interests, such as art, music, playing guitar, going to concerts, camping, working on his mini bike, and playing pool. One of Brett's favorite artists is M.C. Escher who is one of the world's famous graphic artists. And Brett also enjoys a good laugh from his favorite stand up comedian, Anthony Jeselnik and Mel Brook's movies.

Brett is also a childhood cancer survivor. When he was 13 he was diagnosed with B-cell leukemia. He has been cancer free since the age of 15. Brett just enjoys life as it comes these days. He hopes to one day own a cabin on a lake as he loves to be out in the wilderness.

# Upcoming EVENTS

## MARCH

| | | |
|---|---|---|
| 18-21 | WQA Aquatech, Booth 329 | Orlando, FL |

## APRIL

| | | |
|---|---|---|
| 3-5 | Ontario Ground Water Assoc. (Niagara Lake) | Ontario, Canada |
| 14-17 | New York Rural Water Association | Verona, NY |
| **29-May 1** | **Water-Right School** | **Appleton, WI** |

## MAY

| | | |
|---|---|---|
| 1-3 | Florida Ground Water Association | Orlando, FL |
| 4-7 | NGWA Groundwater Summit | Denver, CO |

**If you are interested in attending the Water-Right School in April, please contact Vicki at 800-777-1426. The schools fill up fast!**

# gruettGROANER

### SECRETS TO A LONG HAPPY MARRIAGE



A woman was sipping on a glass of wine, while sitting on the patio with her husband, and she says, "I love you so much, I don't know how I could ever live without you".

Her husband asks, "Is that you, or the wine talking?" She replied, "It's me, talking to the wine."

*"Where quality is the thing sought after, the thing of supreme quality is cheap; whatever the price one has to pay for it."*

*– William James, American Philosopher (1842-1910)*

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