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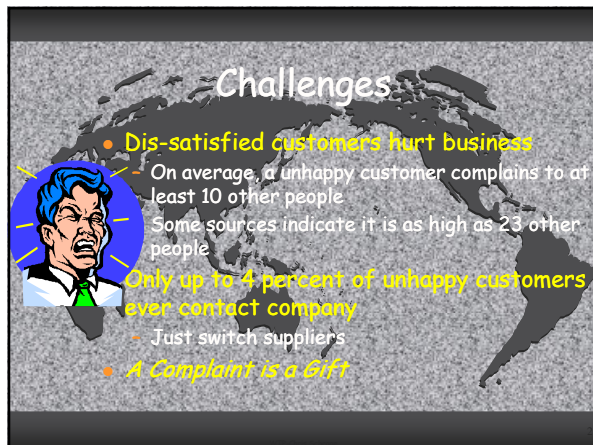
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### ROLE OF COMPANY

#### Creating Effective Customer Service

- **Baseline Domestic service**
  - Review current program
  - Determine strengths
  - Consider areas needing improvement
- **Distance multiplies problems**
  - Repairs to technological products
  - Warranty claims
- **International Customer Service Organization**
- **The Dartnell Corporation**

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### Needs of international buyers

- **Unique roles of foreign representatives**
- **Product that meets needs**
- **Great communication**
- **Lack of discrimination**
  - Between various markets and home
- **Great prices**

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### Specific Issues

- **Language**
- **International training/documentation**
- **Cultural considerations**
- **Logistics**
- **Product warranties**
- **Are they crazy???**

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# ROLE OF FOREIGN BUYERS

## Creating Effective Customer Service

- Repairs and product-related problems
- Consolidating shipment
- Customer training and support



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