

They Aim To Please

In the chain of activities that take place in getting our product, whether paper or film, from our plants into the customer's hands, Customer Service provides an important link. Moving away from an old misnomer that titled them "order takers," our Customer Service people have become an aggressive, integral piece of the Marketing Department.

To the average customer, customer service is Olin. The voice of the Customer Service representative, the way in which a complaint or an order is handled, the efficiency and telephone personality of the representative, all say to the caller this is Olin. The Customer Service staffer's manner must be pleasant; they must exhibit, via voice, interest, concern, and a willingness to ensure the customer that his business is our most important business. The Customer Service representative needs an immediate knowledge of production schedules, shipping times, and an ability to discuss our product line and its applications.

"Order takers" no longer, the Film Customer Service people actively pursue the smaller account business and have direct sales responsibilities.

Their territories include all the product areas that use our film; cookies, candy, snacks, nuts, and an endless variety of special applications. This not only demands a knowledge of our extensive line of films, but requires that the representative be able to converse with a major company executive or an irritable purchasing agent with equal dexterity.

Heading up the Domestic Customer Service function is Joyce Galloway. Along with Film Customer Service, Joyce is also responsible

for Domestic Printing paper and Tobacco Products customer service. As with the Film people the representatives who talk daily with both Printing and Tobacco accounts, must have both product and manufacturing knowledge and the all important "telephone personality." They are the key contact

in the movement of our products.

Calls From Around The World

An order from Brazil, a concerned call from Australia, and a telex from Tel Aviv, may sound like a very cosmopolitan way to start the day, but for International Customer Service it's business as usual. While

Domestic Customer Service deals with the U.S.A. and Canada, International literally has the rest of the world. Under the direction of Lou Maney, Manager of International Customer Service, the International function parallels that of Domestic. However, the concern over customs regulations, shipping into foreign ports, and without question, communication problems add to an already full work schedule. Being personable and efficient can be put to the test on a Egyptian conference call.

A major factor in the success of our Customer Service has been, what is loosely described as, the personal touch. A customer calling Ecusta Paper and Film talks to one specific Customer Service staffer; and it is, when possible, the same person each time. This builds a rapport between the customer and his/her rep. The creation of this comfort zone has been strengthened by photograph mailers, yearly calendars, and visits.

5300 Calls A Month

According to Gerry Davenport, manager of Group Customer Service, "Every foreign and domestic order we receive comes through Customer Service." "In addition to the orders," continued Davenport, "we are involved in the problem and complaint process. It totals out to over 5300 calls each month."

The seventeen people on the Customer Service staff take great pride in both their commitment to their job and the satisfaction of a happy customer. In the past this customer satisfaction has taken a more tangible form. Recently, Mary Ann Morgan, a ten year Customer Service staffer, received a letter and plaque from one of our key customers.

In part, the plaque keynoted the activities of the Ecusta paper and Film Group Customer Service department . . . it read . . . "For a Job, Well Done".



Joyce Galloway



Jackie Hall



Lu Sherrill



Marilyn Phillips



Mary Ann Morgan



Virginia Bradshaw



Ros Hunter



Glenith Price



Ron Reid



Carolyn Shipman



Bonnie Whitmire



Jo Ann Owen



Lou Maney



Helen Compton



Larry Owen

"for a job, well done"



Olin Works firemen improve their hose skills while battling to push the ball across a goal.

Covington Fire Brigade Prepared

Olin Works is ready to fight fire with a fast acting and well trained fire brigade. Each shift can muster a nine person fire fighting force from the chemical, coating, casting and maintenance departments.

As soon as an alarm sounds the shift fire squad converges on the area of the suspected fire. They are met by a fire van loaded with hoses,

nozzles, axes, protective clothing, self-contained air supplies and any other tools or equipment they might need.

Brigade members must attend training sessions every spring and fall, where they brush up on old skills and learn new techniques. Steve Dice, safety and protection supervisor, supervises the training sessions.



Brigade member experiences what it's like to enter a smoke filled building wearing self-containing breathing equipment.