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Press Release

For Immediate Release

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NWFA Services Technical Call Center Benefits Wood Flooring Manufacturers

ST. LOUIS, Missouri (October 10, 2011) – The NWFA Services is enhancing its Technical Call Center program in an effort to help wood flooring manufacturers reduce the burden placed upon their sales staff. The service will direct technical calls for specific manufacturer's products through dedicated toll-free telephone numbers to NWFA staff members who are trained and knowledgeable about their products. This program will save manufacturers both time and money as their sales staff will be able to focus its attention on growing sales rather than fielding calls about technical performance issues.

"The nice thing about the Technical Call Center," says NWFA CEO, Michael Martin, "is that it allows our manufacturer members to refocus their attention on selling their products and growing their companies, instead of handling tech calls. Our technicians are trained to handle both consumer and trade professional inquiries related to wood flooring, so it's a great customer service tool that can be utilized for a lot less than the cost of hiring and training a full-time staff person."

Mullican program participant, Neil Poland, agrees. "The NWFA Tech Call Center is one of the most efficient services available to a wood flooring manufacturer as you receive the benefit of having an industry expert on your team for a fraction of the cost," states Poland. "We have utilized the Tech Call Center for three years and have increased the level of Tech Service that our company can provide to our distributors, retail dealers/contractors and consumers."

McMinnville Manufacturing Company program participant, Donna Millard concurs. "When someone has a question regarding installation, jobsite conditions, or maintenance, the last thing they need to hear is that someone will have to call them back," states Millard. "For our company, most of the time, the caller would find that no one would be immediately available to take their call. Knowing the caller can get prompt service is extremely valuable to us. We could not employ a person in-house to handle these calls for the cost of the service. It really sets up apart from our competition, and our customers appreciate the prompt attention."

The service is available from 8:00 am - 5:00 pm Central, Monday through Friday. After hours, calls go into a voice mailbox system and are answered on the next business day. The cost of the program includes a monthly fee plus a per-call cost. The program currently has several NWFA manufacturer members enrolled, and handles approximately 100 calls per month per participating company.

For more information about the program, contact the NWFA Services at 800-422-4556 (USA & Canada), or 636-519-9663 (international).

NWFA Services is a for-profit subsidiary of the National Wood Flooring Association that provides industry-specific services to help NWFA members advance their businesses. The National Wood Flooring Association is a not-for-profit trade organization, with more than 3,000 members world-wide, dedicated to educating consumers, architects, designers, specifiers and builders in the uses and benefits of wood flooring. NWFA members receive the best in educational training, benefits, technical resources and networking, to advance their professionalism and success. The NWFA is located at 111 Chesterfield Industrial Boulevard, Chesterfield, MO 63005, and can be contacted at 800-422-4556 (USA & Canada), 636-519-9663 (local and international), or on-line at www.nwfa.org.