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January 15, 2019

**To:** Federal Field Sales Organization

**RE:** Customer Service Improvement Initiatives

Federal Industries has embarked on improving our Customer Service processes to make it easier for Reps, Dealers and end customers to contact the factory.

Following are some of the changes we have made in the past few months:

- Partnered with Parts Town to distribute non-warranty parts. This has been an ongoing challenge for us especially in the summer months when demand picks up significantly. Partnering with Parts Town will give us more capacity to answer calls, provide an online ordering platform and ship parts quicker and later in the day.
- Set up specific mail box to file spec credits to ensure reps get paid for work done on projects
- Set up specific mail box for quotes. This helps us to see quotes immediately and to help prioritize them. We are now measuring our quote performance and for this to work we need you to be specific on what the date the quote is due. This will help prioritize quotes to ensure we get 100% on time delivery of your quote request. **Please ensure you identify a quote due date when you request a quote.**
- Set up special mail box for Equipment orders to ensure your order does not get buried in the hundreds of e-mails we get every day.

A summary of the details of the contacts for Parts Town and mailboxes is attached for your information.

Our goal is to improve our overall customer satisfaction and make Federal easy to deal with as we grow the business. To get the best service please make you and your dealers send their requests through the right channel so we can meet their needs in the most effective manner.

Sincerely,

Chris Baichoo

VP Sales & Marketing