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**Replacement Windows & Doors Manufacturer, Soft-Lite
Adds GuildQuality Customer Satisfaction Surveying
To Support Its Dealer Network**

*Unique surveying service clearly identifies customer attitudes and feelings
in real time to help improve service and drive sales for its dealers.*

(Streetsboro, Ohio, January 27, 2011) During the Middle Ages, craftsmen formed guilds dedicated to improving the quality of their goods and services. Now, in a modern-day continuation of that spirit and of the company's tagline "No one gives you more"™, [Soft-Lite L.L.C.](#) announced that it is adding [GuildQuality Customer Satisfaction Surveying](#) to the list of benefits it offers its dealers to help them improve service and grow sales.

Greg Irving, Soft-Lite's VP of Sales and Marketing stated, "We are once again providing an innovative platform to help our dealers get even better at what they do. In 2010 we offered our dealers the [improveit! 360 Business Management System](#) to help streamline their businesses and improve customer service. This year, we're offering them GuildQuality which gives them real-time, web-based customer feedback. This immediate feedback will help them identify and quickly resolve customer complaints, as well as, recognize and reward good employee performance."

With GuildQuality, dealer feedback can be as global as year-to-year performance for the overall company or as focused as the response to a single question about a specific sales rep. Since survey responses are updated regularly, dealers get an up-to-the-minute snapshot of how customers see them. In addition, GuildQuality provides a Scorecard of key metrics so dealers can very quickly see where they are doing well and where they are falling short. This provides a very simple, yet powerful view of recent performance.

A second advantage of the GuildQuality system is that it allows dealers to monitor trends and other influences that are important to their business. And, they can use peer benchmarking to see how they are performing compared to others in their own markets or nationwide.

GuildQuality can be used as a powerful social networking tool. It integrates with both Twitter and Facebook, automatically posting a dealer's comments on his Twitter stream or on his Facebook Page.

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GuildQuality's dealer option of posting dealer survey responses on the internet provides an excellent sales tool – an advantage no other competitor provides,” says Irving. “By allowing the public to read a dealer's survey responses, that dealer validates his customer service attitude and quality-minded work ethic! The customer can read what's being said about their dealer and make their own informed comparison. Used at a sales call this openness becomes a tremendous sales tool for the dealer.”

Of course, a customer satisfaction survey is only as good as the responses it generates. GuildQuality enjoys an amazing average of a 70% response rate. The surveys treat customers respectfully and make it easy for them to provide feedback by mail, email, or telephone. Phone calls are made to those customers who have not responded after a certain period of time.

Roy Anderson, President of Soft-Lite put it this way: “This is an incredible tool that our dealers can use to provide better customer service and build their businesses. The high rate of response and real-time delivery of comment-rich feedback from customers yields tremendous rewards that translate into more sales and higher customer satisfaction. Our dealers and their installers benefit from GuildQuality by involving homeowners in the quality process and helping them understand that their input makes a real difference.”

Soft-Lite is a vinyl replacement window and door manufacturer headquartered in Streetsboro, Ohio. The company is a five-time winner of the Window and Door Crystal Achievement Award and is also a recipient of the Friedman Corporation Customer Appreciation Award, the Window & Door Top 10 Manufacturers recognition, and the Door and Window “Companies To Watch” recognition. For more information, visit www.soft-lite.com.

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