

Ripon Printers Passes Competitiveness eKG Customer Survey With Flying Colors

November 2009
Ripon, Wisconsin
FOR IMMEDIATE RELEASE:

Ripon Printers, a leading printer of catalogs, publications, manuals and soft-cover educational products, recently contracted with the National Association for Print Leadership (NAPL) to conduct a Competitiveness eKG Survey with a representative group of customers.

Unlike traditional customer surveys, which have little or no long-term value, the Competitiveness eKG helps companies promote positive change in their organizations. It provides reliable and valuable information on how a company rates in key areas, how it compares with the competition in those areas and how important each area is to its clients.

"Developing a truly customer-focused organization is now a business imperative," says Ripon President Andy Lyke. "We are using the eKG Survey as one of several tools to achieve our company-wide commitment to deliver customer delight."

Customers gave Ripon Printers especially high ratings in the vital customer service category. In fact, Ripon's top six scores—all of which respondents rated well above those given to sources they considered to be "best alternatives"—relate to customer service. They include, in order of ranking, performance and helpfulness of the CSR, ease of doing business with, meeting deadlines and on-time delivery, prompt problem solving, competence of people and flexibility and responsiveness to job changes.

About Ripon Printers

Ripon Printers serves small to mid-sized catalog marketers and publishers, producing catalogs and directories as well as manuals and soft-cover educational products. Founded in 1962 with just 13 employees, Ripon Printers is now more than 300 employees strong and equipped with the latest technologies from premedia through fulfillment and distribution. Linking the company's capabilities together is an obsessive devotion to customer delight that places client satisfaction above any other business goals.

FOR MORE INFORMATION CONTACT:

Carol Cluppert
Marketing Coordinator
920-748-3136
800-321-3136
carolc@riponprinters.com

www.riponprinters.com