



# Where Can You Find Good Customer Service?



By: **ROBERT P. MATTHEWS**  
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**I**n this day and age of technology, customer service of the past has simply disappeared!

I had a frustrating experience with a regional heating and air conditioning contractor recently that was very typical of what we've become accustomed to lately.

Basically, my central air was inoperative. I called the 800 number listed on the equipment, went through at least 4 prompts, was placed on hold for at least 15 minutes and when I finally spoke to a customer service rep, the best answer I could get was that "somebody would call me back some-day". I asked, "Would that be today or tomorrow?" The operator said, "I have no idea, someone will call you back as soon as they can." This sounds unbelievable, but seems to be a typical experience that is on the rise. I'm sure we all could go on for days sharing similar experiences when we get placed on hold forever, have our calls transferred overseas, get disconnected, etc.

**My advice to small business owners?**

Turn off the automated attendant whenever possible. Utilize it for after normal business hours or times of high volume calls. Obviously in certain professions like healthcare for example, this may not always be practical.

Depending on your type of business or service, making an investment in human resources

just may make sense and give you an edge over your competition.

At Copiers Plus, we have used the "Service is our Specialty" slogan for 24 years and we practice what we preach. Copier and printer service goes way beyond the ability to repair the machines. It starts with the initial point of contact. All Copiers Plus employees are trained to answer the phone by the second or third ring. Additionally, everyone is cross trained to answer basic technical service questions, input toner and supply orders, provide sales information and direct calls to the appropriate individual or department when necessary.

Whenever an on-site visit is required, it will be scheduled at a mutually convenient time and our support personnel will be prepared with the tools and materials necessary to get the products functioning in a timely manner. All supporting correspondence and billing is also completed in a timely manner completing a satisfactory customer service experience.

This is the type of customer service that gives Copiers Plus the edge over our competition.

**X** Founded in 1986 by Robert and Debra Matthews, Copiers Plus Inc. enjoys serving as a traditional office equipment company. At Copiers Plus, we sell and service the award winning line of Ricoh/Lanier, Kyocera-Mita, and HSM office products.

We offer traditional office copiers, large format copiers and printers; black & white and full color multi-function products, printers, scanners, fax machines, document shredders, and all the software to tie everything together.

In addition, we are an Authorized DocStar Dealer, providing a variety of electronic document storage and retrieval solutions.

Our primary business has been in the selling and servicing of office equipment. Seven years ago we relocated to our current facility on Fire Rd. in Egg Harbor Township. With the additional space and exposure, we decided to expand into the printing and copying business and started a new division offering copy, print, document management, and graphic design services. This expansion enables us to thoroughly test out all of the equipment we represent and become experts on this emerging print and copy technology. The majority of the work produced in our retail copy center is printed on the same equipment that we offer to our typical business customers. Please feel free to contact this division at [graphics@copiersplus.com](mailto:graphics@copiersplus.com).

*Copiers Plus now offers our products and services to all of southern and central New Jersey, with offices located in Egg Harbor Township, Palmyra, and our latest affiliation with New Jersey Copy Products in Old Bridge.*

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