



SVF Flow Controls

Embracing Day One

FlowRATE - August 2017

I read an article recently where Jeff Bezos presented his annual report-he also refers to it as the manifesto-where he wrote that a company can be centered on many things, including products, technology, business model, and more, but that the best way to protect what he called "Day 1 Vitality" is to be obsessively focused on customers. He explained that customers can keep you on track because "customers are always beautifully, wonderfully dissatisfied, even when they report being happy and business is great."

Jeff Bezos has made the idea that it's always "Day 1" at the company a sort of mantra meant to convey that the company will never stop being a start-up.

"Day 2 is stasis. Followed by irrelevance. Followed by excruciating, painful decline. Followed by death," he said. "And that is why it is always Day 1."

Here at SVF we are always seeking feedback from our customers. The responses we receive help to drive improvements within our organization and help to sustain a change mandate that is always focused on our customers.

We are always asking ourselves, "What do customers want?"

Offer Value

Customers want to improve the quality of their businesses; they want the best return for their investment.

SVF has been developing products and features since our inception more than 35 years ago. Our valves designs include:

- *Low fugitive emissions design with live-loaded stem seals*
- *Direct mount automation to improve cost and lead time*
- *Low Cost of Ownership – we routinely provide customer support on products we have supplied and that have been in service for decades. **Quality Flows Through Us.***

Solve My Problems

Consumers seek support and service.

- *Being Customer Focused is at the very heart of our Purpose Statement. Understanding the need for service and support we have developed a highly acclaimed website where we post data sheets, drawings, white papers and Engineering support. We implemented a state of the art ERP system to improve response time for our customers, and our Consultative approach to Customer Service is unmatched in our industry.*
- *We also manage **Pro-Spec** where we routinely develop custom solutions for our clients.*
- *Along the way we are always looking to advancements in digital technology to improve our service. Voice mail is now delivered right to the email box of our Sales Team.*

What do you need Today?™



SVF Flow Controls

Reduce Complexity

*Choice is one of the watch words of our age, but choice has become a double-edged sword too often resulting in complexity for the customer. With an ever-expanding range of products we offer not only more options but **more solutions** for our customers.*

Create Convenience

Convenience comes high up any list of what consumers want; indeed if a product or service isn't convenient, it won't be used.

- SVF is a one-stop shop and all of our products are supported by easy to use manuals that cover installation, operation and maintenance. These documents are posted on our website for 24/7 access.
- Our valve automation services means that our products are delivered to the job site tested, calibrated and ready for installation.
- Field service, training and application-specific instructions are also part of our customer service tool box.

Co-creation

Customers want to be listened to, valued and respected; they want to be involved.

- *Our Customer Service Team provides guidance and instruction along the entire selection process. Developing clear and detailed requirements is integral to our Resource Initiative whereby we provide specs, drawings and instructions to ensure that-together-we have come up with the best offering and solution.*

This year we have invested more in driving value for our customers.

- To date we have nearly doubled our offering of valve categories with: an extensive inventory of very competitive valves including; gate, globe and check valves, enhanced our Direct Mount program, added butterfly valves and multiported valves, improved our high purity valve offering, introduced more valve automation options.
- Online you will see that our website now has Spec Sheets with a greater level of detail to help decision makers choose SVF.
- *Our inventory levels and the refinement of our components used in creating custom solutions reflect our commitment to streamlining our response time on all levels of the sales process.*
- *OA range of digital tools provides our internal teams with more ways to quickly satisfy customer requirements.*

These are exciting times here at SVF. Stay tuned for more!

*Service Value Flexibility – and **Day One** every day!*

What do you need Today?™