

Exterior, Inc. (C)¹

Based on the research, Exterior, Inc. decided to focus on service and support. The cost for the renewed emphasis on service and support was supported by ending further improvement in product aesthetic and selection. “It was a new idea,” said Matt Montgomery. “The engineers were only focused on product, but the customers were focused on service and support. I had to listen to the voice of the customer.”

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maintaining industry-leading service processes.

“In a way, we are glad we faced the crossroads. I am very proud of our ability to narrow down and focus on what customers really wanted,” said Montgomery of the 2014-2016 initiatives. Today, Exterior, Inc., is in a much better place. New customer acquisitions up

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