

Want more customers? 17 strategies to improve service: WOOD 100

By **Karen M. Koenig** October 17, 2016 | 1:03 pm EDT

 COMMENTS



Good customer service is key when it comes to retaining, as well as obtaining, customers. Today's wood products manufacturers must also work harder, smarter and faster than their competitors. What follows are some of the customer service strategies put in place by manufacturers of wood components, cabinetry, architectural woodwork and furniture.

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The personal touch

Red Star Cabinet Co., Farmingdale, NY

A family-owned cabinet manufacturer specializing in multi-family and luxury condos, the company pays special attention to the details. “Our quick turnaround and repeat customer base show we excel in customer satisfaction and loyalty,” said Robert Edelbach, president. “We have also spent time researching and sourcing the proper suppliers who are willing to work with us and help offer our clients full customization of products.” The firm recently expanded its product line to include LED mirror panels and medicine chests which it fabricates to customer specification. 2015 sales were up 3.0%.