

SUPPLIER PROFILE

EXPRESS SERVICE — FAST BECOMING THE STANDARD

With many building materials suppliers selling the same or parity products, customer service has become more important than ever. Perhaps no one has embraced the service credo more than one of Nassau County's leading building materials suppliers, Contractor Express. Dealing exclusively with the professional builder and contractor for nearly 25 years, Contractor Express



Customers can build by day, and do estimates by night, thanks to the convenience of online quoting, a new function added to service busy contractors. "We realize that business doesn't come to a screeching halt at five o'clock. Our customers need to plan ahead, and much of that is done after hours. Our web site allows them to do quotes and review product anytime," says Lucas.



"We want to know what we're doing right, and what we could be doing better. Instead of guessing what the customers want, we'll simply ask them," comments Lucas. It's this kind of grassroots one-on-one marketing that will focus many of the company's new service initiatives.

Like many businesses, convenience is a huge advantage, and the building business is no exception. Much of the time convenience in the construction

offers its customers a wide selection of nationally recognized products. Although service has always been their cornerstone, recently the company has developed a mix of traditional and innovative ways to take customer service to a higher level. "It's knowing what the customer wants and how, when and where he wants it, that truly makes the difference in today's market," says Bob Lucas, president of Contractor Express.

In an effort to provide customers with service they actually want and need, Contractor Express recently has formed a unique advisory panel of contractor customers. This new panel will meet quarterly for a roundtable discussion of business practices, products, trends and service and even networking opportunities.

industry involves product delivery. Solving the how, when and where problems for customers is a key factor in Contractor Express' success. The company offers customers delivery of roofing and drywall on Contractor Express' own boom trucks putting product right at the point of installation. Contractor Express will even send a forklift to a job site, eliminating the need to rent equipment, saving the customer time and money. The company's fleet also includes moffett trucks, box trucks and for small order or quick deliveries, pick-up trucks. The company is not just express in name only, but also in practice.

For high-tech savvy customers, service takes on new meaning with the launch of Contractor Express' improved web site.

In addition to servicing customers on and off site, Contractor Express has also invested time and money to expand internal services. Realizing the increasing market demand for kitchens, Contractor Express recently completed a kitchen showroom featuring displays from the most affordable to the most elegant. Builders have the option to use the showroom as their own, allowing customers to see the actual cabinetry and select from the many styles and finishes. Contractor Express staffs the showroom with a kitchen and bath design professional to assist builders and their customers. Service is a point of difference in any market, but in the crowded New York building materials market it is critical. Lucas sums it up this way. "Anybody can sell product. It's customer service that sets us apart, drives our business, and fuels our passion to be the best at what we do."

Contractor Express is conveniently located at: 389 Atlantic Ave., Oceanside, NY; Phone: 516-764-0388; Fax: 516-536-4743; or visit our website at: www.contractorexpress.com. ♦