

Our Company's Difference

Service

It's true. Great service is nothing to write home about. In working with a broad range of clients in varied industries, I've always asked the same question as part of my learning curve about our suppliers and our customers: "What exactly is the dramatic difference between your company and your competitors?" Only a select few can convincingly articulate the one thing they believe sets their company apart.

More often, they say the same thing. First the unsure shrug of the shoulders, then the confused twist of the mouth and then the barely audible: "Great service" - as though the response was programmed because the marketing department had written it somewhere, or it was scrawled on the inside of a file folder as part of their company values. After all, everyone wins by providing great customer service, right? **Wrong.**

Here's the truth about great service: **Everyone expects it. No one is impressed by it.**

Great service is an old and predictable strategy that is as unremarkable as white paint. Companies cannot compete and win by providing great service alone. It's more than that...much more. Today's best companies do not compete on service, but primarily on experience. The articulation of our experience, coupled with demonstrated capability, is the greatest indicator of whether or not our customers will be back. Our customer's experience is comprised of absolutely every detail of their interaction with all whom encompass Delta Packaging, Inc. We, and everything we have to offer, are the most valuable experience in our customer's mind. We are the brand, and we bring our brand to every one of our customers.

It is this experience, coupled with our capabilities (our brand) that separate us from others. Our ability to connect not only technically, but also emotionally provides a unique platform and unparalleled business experience. We endeavor to 'plug in' to the customer's needs and provide real, relevant and remarkable value. These are our ingredients of what we strive to provide in the form of a remarkable business experience.

If you recall some of the most remarkable business experiences with any organization, chances are, a person comes to mind. Though an individual matter may have been unresolved to your satisfaction, the experience can still be remarkably positive simply because the person and the company you were working with cared and you knew that, collectively, they did everything possible to meet your needs. That is us. That is Delta Packaging, Inc.

Delta Packaging's most dramatic difference lies within our people and the internal culture they create. It is the one thing that cannot be replicated by our competitors. By making our customers experience in the market a high priority, we leverage that difference, our 'brand' to create an unbeatable customer experience, and loyalty.

Chris Barker

President & CEO