

## **Ware is pioneering new customer portal**

*WARE CARE Plan launches cutting edge technology to benefit the customer*

The newest addition to Ware's WARE CARE Preventative Maintenance Plan will take all of the worry out of managing data and files for boiler equipment and facilitate faster service for Ware's customers.

In 2009, Ware instituted the WARE CARE Preventative Maintenance Plan. Customers who sign up for the WARE CARE Plan receive emergency priority response service as well as discounts on services, boiler training and rental rates.

Now, WARE CARE customers will have access to Ware's new customer web portal. This new site will catalog each company's billing and quoting information, P2 sheets on each piece of equipment, all service records, serial numbers, and important information about the company's boilers.

Ware will be able to offer internal information directly to the customer on safety release valve certificates and other information that customers previously did not have access to including information on any repairs that have been completed and parts that were used.

The site will be password protected and customers can log on and review information whenever they need access. This new site will enable customers to keep all of their files electronically and not worry about how to locate them when a repair is needed or during an inspection. The portal can also be used to schedule and remind customers of upcoming maintenance needs and inspections.

Access to this information will help Ware deliver faster service to customers as well. When a service call comes in, Ware will have all of the information they need on a customer's equipment in front of the service technician and will not have to waste time asking for details.

"The site will hold equipment information, serial numbers, sizes and all of the information we need when a repair needs to occur," said Gerald Blain, director of sales for Ware. "Having this information one click away will facilitate faster service to the customer because we will know a lot more about their equipment immediately and we will be more ready to serve them."

In August, Ware will begin doing Boiler Room Surveys with all of their current customers with preventative maintenance contracts. This is a proactive step to collect all of the important equipment information that will be kept in the new system.

Ware sells to over 1,000 customers annually and hopes to grow the WARE CARE Program throughout its customer base. Ware is still expanding the online customer portal program and determining other uses that will benefit the customer. They will seek feedback from customers as to what else might be added in the future.

Ware has been developing the technical infrastructure for this program for years. The company tries to stay on the cutting edge of technology in the boiler industry. Ware has invested thousands of dollars for a server and hardware for this project and has dedicated one full-time staff member to the initiative, making the total investment close to \$100,000.

"We are always trying to separate ourselves from the pack," said Blain. "We don't know of any other company in our industry that is doing this – we've always been a pioneer in customer service in this industry."

For more information on the WARE CARE program, contact Gerald Blain at 1-800-228-8861.