

# Draper Earns Triple Recognition for its Service Prowess



Draper, headquartered in Spiceland, IN, earned three awards in this year's Stellar Service Awards contest. The company received accolades for its sales and marketing process (Platinum), website (Gold), and for its customer service/general communication (Gold).



*Draper was the first screen manufacturer to design an adaptive and responsive website, so it's fitting the company won the Gold prize in that category.*

For its Platinum award-winning sales and marketing prize, Draper seemed to earn recognition for providing some of the most comprehensive screen selection tools available, including literature both in printed and electronic form. Primarily a projection screens manufacturer, the company provides continuous training to keep dealers up to date on the latest product and industry developments.

"Others may train their sales once and then turn them loose on the phones; Draper has a friendly and efficient sales staff that receives regular training to stay up-to-date on the latest video technologies," explained Bob Hadsell, home theater sales manager.

Hadsell noted that most of the company's regional managers live and work in their territories, giving their customers greater access to factory personnel. Also, Draper's network of manufacturer's representatives receives extensive training on its products, being supplied with regular updates of product announcements and changes. Draper offers point-of-sale material, including lifestyle-oriented catalogs, brochures, and posters, all free of charge. Its attractive shade swatch POS kits, available at a minimal cost, contain coupons to rebate more than the cost of the swatch kit.

In addition, Draper works through social media to keep in touch with dealers, distributors, and end users. The company is one of the industry leaders

with live chat, Facebook, YouTube, and Twitter. Recognizing the importance of electronic communication, Draper offers most of their literature and marketing media by download and flipbook.

Draper was the first screen manufacturer to design an adaptive and responsive website, so it's fitting the company won the Gold prize in that category. Information from photos to pricing to technical documentation is online and continuously updated. Continuous updates and upgrades are also made based on dealer suggestions. Its site ([www.draperinc.com](http://www.draperinc.com)) is mobile friendly and home to many tools, including apps to help choose the right screen size or viewing surface.

"We provide the best and most complete offering of on-line tools for planning an installation," Hadsell said. "We have a vast library of resources, complete information on all our products, and it's updated constantly (not weekly, monthly, or annually), so that all the information is current and up-to-date."

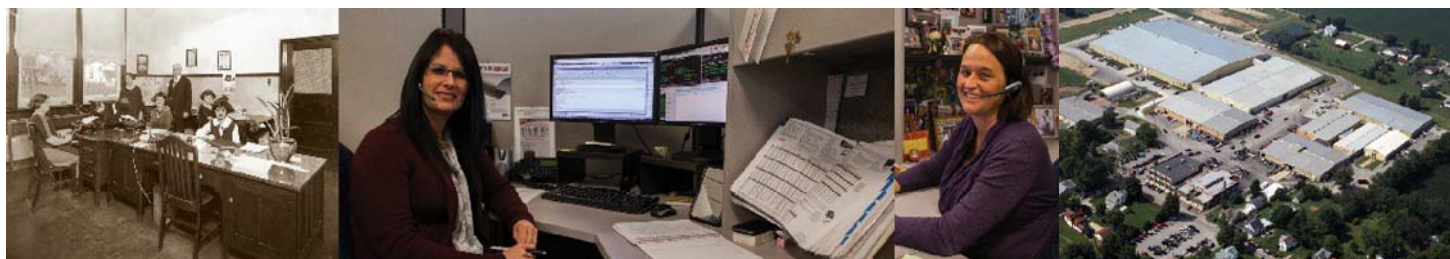
Hadsell believes it's Draper's employees that set it apart, in terms of customer service and general communication.

"They're friendly, well informed, and bend over backward to ensure a positive customer

experience," he said.

Draper offers continuous training to keep everyone up to date on the latest product and industry developments. The company recently made a significant investment in phone systems to ensure speedy response to calls. It also monitors live chats on its website where associates are ready to answer questions; documentation for all products are available on website.

"Getting a projection screen delivered and installed can require navigating around a lot of obstacles; our people understand and are experts at guiding product through shipping issues, around onsite construction and delivery hurdles, and to its ultimate safe installation," Hadsell said. "Draper personnel are dedicated to providing a quick response; we have invested in significant technology upgrades so that your communication gets to the right person sooner. We work closely with freight companies and material vendors to solve problems if the need arises."



*Others may train their sales associates once and then turn them loose on the phones; Draper has a friendly and efficient sales staff that receives regular training to stay up-to-date on the latest video technologies. The company also has a long history, having been founded in 1902.*



# Thank You!

Draper Would Like To Thank All Who Voted For Us:



## PLATINUM LEVEL HOME THEATRE SALES AND MARKETING SUPPORT!

Our friendly expert sales staff receives regular training in the latest technologies as well as regular updates on product changes and improvements. We offer a top notch network of manufacturer's representatives. Most of our regional sales managers live and work in their territories, giving our customers greater access to knowledgeable personnel and needed sales materials. Draper is an industry leader in social media so we are always accessible to our customers, and not just by email or phone!



## GOLD LEVEL HOME THEATRE INDUSTRY WEBSITE!

Draper's website as well as all of our advertising and marketing materials are created and maintained in-house by an award winning team. We provide the best and most complete offering of on-line tools for planning an installation and a vast library of resources and information on each product that is updated constantly.



## GOLD LEVEL HOME THEATRE INDUSTRY CUSTOMER SERVICE!

Getting a projection screen delivered and installed can require navigating around a lot of obstacles. Our people understand and are experts at guiding product through shipping issues, around onsite construction and delivery hurdles, and to the product's ultimate safe installation. We appreciate the importance of your time and are dedicated to providing a quick response to any question or concern.

**DRAPER**<sup>®</sup>  
www.draperinc.com