

Long-time client impressed from the start

Bob Kistler at South Bend Screen Process Inc. has been a BKR client since 1999. That was a time before company Websites were “a necessity.”

“Over the years, I have relied on Brian and the folks at BKR to provide me with the creativity and professionalism I've needed to make our Website work. When we started, I had a lot of amateur even unusable photography! One of Brian's skills is professional photography and he was able to work with what we had, but also give us top-notch new photos,” said Kistler.

“I was also pleased that he was willing to work with us to create the site we wanted. As Web users know, there is always a need to update. With BKR, those changes are always timely. In fact, I'm amazed at the speed. Recently, I e-mailed a request and received a return e-mail in 10 minutes. The message? 'The job is done.'”

Kistler notes that tech support, or answers to any questions, are given top priority. “They're always available to walk me through anything I don't understand.”

The true test of a company Website, however, ultimately answers the question “Did it improve sales?” In the case of South Bend Screen Process, the answer is a resounding “yes”!

“Our mail and fax sales are still strong, but our visibility on the Web has increased our sales phenomenally. That was especially true when we purchased the ShapeMan product line. Our site made it possible to “show and tell,” making the product quickly available to potential buyers. A whopping 75% of our sales from this line comes via the Web.”

Kistler says that, while they enjoy talking directly to customers and potential customers, much time is saved when Web users can have their questions answered before they make a phone call things like product descriptions, pricing and freight charges. And, of course, the site is available 24 hours a day. When customers do call, they are often looking at the Website, and all parties have a point of reference.

“We still use some of our advertising budget for print publications and direct advertising, but they always list our Web address. The Web is what really drives our sales. We're really grateful to BKR for its part in our success,” said Kistler.

Visit www.southbendscreen.com to see the site, then call BKR to find out how your company can profit from a new or upgraded Website.

