



CSM

Worldwide

Customer Service

The Discerning Difference from CSM Worldwide

David Brady, Marketing Consultant for CSM Worldwide, continues to interview key CSM personnel to relate their role and responsibilities in the daily operations at CSM. This issue features Michael Torstrup, Project Engineer.

David: As a Project Engineer, you are involved in all aspects from kick off to commissioning. Could you tell us how you handle a typical project?

Michael: As one of CSM's Project Engineers, it's my job to oversee all of the steps necessary to complete a project from project award to kick off, through the design engineering phases, on to installation and start up. Backed by a staff to help at every step, I handle most of the interaction between the customer and CSM.

David: I'm told that CSM has a policy where every project begins with a kick-off meeting involving the customer's engineers. Why?

Michael: Because it assures a successful project and it's the best way to make sure the project schedule will be met. By getting all interested parties in the same room for a day or two, if



Michael Torstrup, CSM Project Engineer

necessary, to hash out the details of mechanical design, electrical schematics, process control, location, structure preferences and interfaces, we avoid all kinds of problems and delays. Like my father taught me years ago - measure twice - cut once!

David: Is your interaction with customers mainly by phone or at the job site?

Michael: Well, both. At the start of a project, I maintain contact with the client to make sure the

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project is going as planned and on schedule. As the project progresses to installation, it's necessary to make site visits to ensure that the unit is installed properly and start up goes smoothly.

David: Can you cite any examples where unusual circumstances occurred that required special attention?

Michael: First of all, understand that this is sophisticated equipment and these are complex projects. There is always a certain level of technical risk. But the key is if a problem does occur, how does the engineering company react? This action is what separates CSM from the rest. Just recently, for example, a unit we were commissioning in South Wales for a major foam manufacturer experienced a major component failure. I left immediately for the plant on Wednesday, and on that Friday was told that the part was available in Brussels, but couldn't be delivered until the following Monday. With our client facing a significant loss in production, I drove to the ship, crossed the continent, and drove again to Belgium. I picked up the part and traveled back to South Wales. It was installed on Monday, and we had a flawless start up saving at least a week in production time.

David: Quite a way to spend the weekend?



Michael: You know, David, this is what we do. The "customer comes first" attitude prevails through all parts of our business.

David: Are there any "normal" projects that don't require special treatment?

Michael: There are few routine jobs. Whether it be an established client or a first-time customer, they are treated the same. Recently, we were talking to a client about the purchase and installation of a catalytic oxidizer for the production of vitamins and pharmaceuticals. Because of their concerns about the type and amount of ducting required, we asked to visit their plant. We did a site survey, recommended a ducting system, and saved them money at the same time. Again, we did what we had to do.

David: What about response time to customer changes in project specifications during the design/engineering phases of a project?

Michael: Just about a year ago, we were in the final design of a catalytic oxidizer for a major East Coast bakery. Half way through, we were informed by the client that design changes were needed, including: changing the location of the oxidizer installation from outside to inside the facility and that a number of ovens were added.

David: What about projects with tight deadlines?

Michael: Right now, we are finishing up a large order for 36 of our patented Kalex heat exchanger modules. In addition to a tight delivery, we had to reengineer the design for a higher temperature and better destruction efficiency. Our customer, a Far East chemical manufacturer, will receive the entire shipment on time.

David: What other services does CSM Worldwide provide to help customers operate their facilities as efficiently as possible?

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Michael: We provide three key ways. The first is a service contract where CSM performs routine service for your unit. This program also provides unlimited phone support with CSM personnel. The second is csm.com, an on-line, proprietary service that allows us to remotely assess the performance of your unit anywhere in the world. Just recently, we remotely detected a problem with a client's LEL meter at a manufacturing plant in Ireland. We immediately contacted them, and the problem was remedied in a matter of hours, not days. The third way we help our clients is through operator training. By teaching

plant operating personnel the correct way to run and maintain their systems, we help our customers to keep a high level of quality and safety for all their CSM equipment. These are all part of our Customer Service Program.

David: CSM Worldwide customers should feel comfortable that you and other project engineers have "hands-on" responsibility for CSM's work.

Michael: I have the authority to make decisions on the spot which helps facilitate the progress of the job. We have a "no hand holding and no hand tying" philosophy. This is good for both of us.

