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FOR IMMEDIATE RELEASE



FDC Graphic Films, Inc., highlights its Customer Care Team of eight Customer Care Agents and Customer Care Manager, as part of its overall new and improved Customer Care Center.

FDC Graphic Films, Inc. Introduces New and Improved Customer Care Center

SOUTH BEND, Ind. (September 8, 2020) — FDC Graphic Films, Inc. has invested in technology to provide streamlined customer care communications, including changes in terminology.



The company's Customer Care Center, formerly called Customer Service, is now a better representation of the company's five core values of integrity, kindness, resiliency, engagement, and success.

Customer Care Agents (CCAs), formerly named Customer Service Representatives, are dedicated to bringing top-notch quality of care to its distributors, with the help from their Customer Care Manager, formerly named Customer Service Manager.

In addition to the slightly new terminology, there will only be minor changes to FDC's email and chat interface. "We believe this will present a seamless transition welcomed by all," said Renée Thibodeaux, FDC vice-president of sales and customer care.

FDC's customers will greatly benefit from this enhanced level of care with a more unified Customer Care Center platform, to include:

- communication flexibility with live chat, messaging, and voice options;
- increased speed of real-time support with CCAs working within the same area where they manage tickets for faster resolution;
- personalized engagement with CCAs via technology identification as they get to know customers more efficiently;
- enhanced support through CCA's increased product knowledge training;
- improved online forms for orders, custom quotes, and RMAs; and
- thorough assistance with an FDC Sign Portal™ Tutorial tool to help navigate through the company's VIP online self-help system.

"I am so pleased to utilize this enhanced communication platform for engaging with our customers on a more efficient basis," said Thibodeaux. "FDC's Customer Care Agents will have a more integrated tool to communicate with our Distributors through all inbound and outbound touchpoints: phone, email, and chat."

FDC continues to pride itself on constant improvement to live up to its Customer Promise: "We promise to respect your need for innovative, quality-assured products delivered on-time, complete, and error-free. We are dedicated to serving you with a can-do-spirit and will work harder than anyone else in the industry to earn your business every day. You can 'Count On Us.' Every day. Every order."

ABOUT FDC GRAPHIC FILMS, INC.

Founded in 1988, FDC is one of the sign-making industry's leading converter and suppliers of sign vinyl films, digital media, overlaminates, banners, and heat transfer films with warehouses and converting facilities in both South Bend, Indiana, and Reno, Nevada. The company markets, converts and distributes leading brands such as



Lumina[®], 3M, RTape, and ASLAN exclusively through distribution channels. FDC's 120 employees serve more than 1,000 customers in all 50 states and Canada. Learn more at www.fdcfilms.com.

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