



News Release

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1to1[®] MAGAZINE AWARDS TOP HONORS TO A. O. SMITH

A.O. Smith Receives Gold 1to1[®] Impact Award For Customer Service

ASHLAND CITY, Tenn. – (April 25, 2008) – A. O. Smith Water Products Company, a leader in the water heater industry for over 70 years, has earned the Gold 1to1[®] Impact Award for Customer Service Optimization.

According to editors at *1to1[®] Magazine*, “The 1to1[®] Impact Awards spotlight the leading companies that have implemented effective and innovative customer strategies that have led to clear and quantifiable business results.” A. O. Smith was chosen for streamlining customer service departments after two major acquisitions between 2001 and 2006.

Beginning in October 2006, A.O. Smith took steps to encourage additional collaboration among employees by documenting its customer services processes and integrating 11 databases containing historical and product-specific information.

In addition, A. O. Smith Water Products Company President Ajita Rajendra initiated two strategic changes to support the new service strategy. One was to appoint a vice president of Customer Satisfaction, responsible for all aspects of the product experience; the other was to create a new group called customer quality to handle more complex customer service issues.

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After just 60 days, A. O. Smith's customer service centers answered calls 2.5 times faster, reduced the number of call transfers by 20 percent and decreased time to research customer histories from days to seconds.

"The importance of helping a customer cannot be emphasized enough," says Mike Rosenstock, director of customer quality, field service and warranty. "Customers come first and foremost. That's a core value of the company."

Although A. O. Smith has succeeded in its original intentions, the project consists of 13 more phases, including a rollout to the field service team, integration to A.O. Smith's Warranty Wizard, the only online warranty claims processing system in the water heater industry, and deployment to global locations.

About A. O. Smith:

Headquartered in Ashland City, Tenn., A. O. Smith Water Products Company is a leading manufacturer and marketer of residential and commercial water heaters and hydronic boilers. A. O. Smith offers contractors an additional competitive advantage in that the company designs, builds, distributes and field supports the world's broadest and deepest line of residential and commercial water heaters, as well as commercial boilers. This single-source concept simplifies ordering, installation and service and is backed by more than 70 years of research and innovation.

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