

# EVATEC NA INC.- PROUD TO SERVE CUSTOMERS IN THE USA & CANADA



Evatec NA Inc. Managing Director **Dan Pace** introduces his team and the developments in Evatec's local sales and service organisation.

## 15 years of growth

Our North America organisation has undergone huge change since I first joined Evatec in 2004. At that time our local office was in Manchester, NH and we employed just 5 people spread across sales and service. Today we have grown to an organisation of more than 30 personnel. With such an expanding team we needed to move offices and these days our home is in Florida while our team of sales and service personnel is spread right across the North American continent. They draw upon a combined experience of more than 80 years in the vacuum and thin film equipment business.



## Focusing on the needs of the North American market

The solutions we can provide to our customer base in North America are getting ever more complex and that calls for sales personnel that are specialised in individual markets. Having the highest technical and market knowledge makes them the best partner for our customers. Earlier in 2018 we designated each of our sales staff to focus on a particular market. Of course this means more travel around North America for our personnel as customers for each market are spread right across the continent, but we feel this is the best way to align with our customers and truly serve them in a way that they should expect from their suppliers. Actually, all of Evatec is now aligned this way and we believe this is the perfect solution with two important effects. First, and foremost, our customers' have direct access to dedicated factory teams focused on their market through the Evatec sales staff and secondly, our sales staff become more aligned and focused on their customers' market. This brings more efficient management of today's business and ensures that future needs of our North American customers in each market segment can be collated and acted upon efficiently. The more direct feedback helps Evatec develop and implement future technology solutions that are market driven, supporting customers in implementing their own technology roadmaps. However, specialising doesn't mean we aren't

still flexible, and we still make the most of the many years experience sharing knowledge within the team, and supporting each other's customers as the need arises.

## Raising the bar in local customer service

Good customer service is always on our mind. Finding qualified staff to support our systems requires candidates that possess many skills; vacuum, electrical, mechanical and good communications skills. We have invested heavily in the last 5 years - not only in building a larger team of skilled field service engineers supporting installations, service contracts, and retrofits, but also more recently in a growing local application engineering capability. Continuous knowledge transfer for our machines and processes to our local team from Evatec HQ is a clear objective for 2019 and beyond as we look to offer higher and higher levels of support locally. Our new head of Customer Service Ursula Slavens joined the team in October of 2017. Ursula already came with over 10 years experience in capital equipment but with a customer perspective. I felt it was a good idea to have someone leading the organisation with a customer's mindset. A deeper understanding of what our customers' needs are helps us serve them better. I am counting on Ursula to give us more structure in the service area as we grow. In periods of tremendous growth like Evatec is enjoying right now, we need to avoid being reactionary and focus on

a strategic approach. Ursula's job is to ensure that we have the correct processes and procedures in place to manage this growth curve smoothly and efficiently as we continue but also to ensure that we also sustain our flexibility. She is actively bringing on new talent and taking care our existing talent is not burned out. So, the doors are open and Evatec NA Inc. is always looking to hire skilled staff or those willing to learn.

## Back office logistics keeps everything running smoothly

Back office functions like order processing and logistics are located at our NA headquarters in Florida. Just like in customer service, most of our team has been in this industry for many years. The team can not only arrange shipments of parts held in our local NA warehouse but also view stocks, pick and ship parts held in any of our 8 major warehouses around the world to customers in North America as the need arises.

## Building for the future

Building up our group has been a great experience and I'm lucky to be surrounded by a great team that is open to new ideas and supports each other. As fast as we complete one challenge, the next one comes up as we continue to grow in numbers, capabilities and work in fast changing markets. It's a job that's never over.. but its one that I love.

### Ursula Slavens

Head of Customer Service

"My job is to manage and develop our field resources to support whatever technologies and processes our customers want to run now or in future."

### Gary Playdon

Technical Support Engineer

"My department is often the first port of call for customers in North America when a problem comes up. My job is to help them fast, and if I cant, find someone within our organisation who can."

### Luis Rosado

Manager Order Processing

"Our team's goal is to get parts to customers on time, every time. We track our performance continuously always looking for opportunities to improve and speed up our processes."