

JOE'S CARPET SERVICE - WORKING BY THE NUMBERS

Patrick Tardiff September 04, 2014



Joe's Carpet Service Stocked Floor

Owner Joe Attard recently implemented a statistical approach to improve customer service by identifying and monitoring a set of key business metrics

([Newswire.net](#) -- September 4, 2014) Taylor, MI -- A local business owner in Taylor, Michigan is determined to take his service "To the Next Level". Joe Attard, owner and Trenton resident, has made significant changes recently to his

business in an effort to better serve his customers.

Joe started his business about 34 years ago from his garage and it has steadily grown into his spacious, well stocked, current location at 15490 Racho Boulevard. The main reason for growth is Joe's Carpet Service offers top quality carpeting and flooring at the most competitive pricing. From homes and churches to commercial buildings, he'll provide the carpet and flooring you need and in most cases right from his showroom floor. And to go the extra mile to help his customers, Joe also offers next day installation as well as 100% financing.

But those aren't the only things that keep his customers coming back. Joe listens to his customers and values their feedback. Most recently Joe set up new metrics for his business to better understand the operations. One of the metrics is customer satisfaction. To ensure he is continually giving his customers what they need, after each installation one of his staff members gives them a call and confirms their needs were met. They then chart all the feedback and analyze the information to make decisions on how best to serve them in the future.

Along with the implementation of new business metrics Joe rolled out a logo to represent his company's service as a total flooring source. The logo also includes a Maltese cross recognized by a numbers of his clients and displays his ethnic pride. The staff received shirts with the logo to start then it will eventually work its way onto all his communication material.

Another recent change Joe made as part of his new strategy is to more closely monitor In Stock purchases vs. Special Orders. Although Joe carries thousands of yards of top name brand carpeting such as Shaw, Mohawk and Beaulieu and a large variety of wood, vinyl and tile flooring material in hundreds of styles and colors on his showroom floor, by monitoring each purchase closer he is better equipped to have on hand the exact carpet or flooring you are looking for when you visit his store. And his friendly, educated staff is always eager to serve you.

For more information visit joescarpetservices.com or call 734-374-2554

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