



STRICT CUSTOMER SERVICE GUIDELINES BEHIND RECORD CENTER INNOVATIONS SUCCESS

*Record Center Innovations Measures And Records
Employees Service Performance Each Week*

Phoenix, AZ – April 18, 2011 – Records are an integral part of any business and [Record Center Innovations](#) (RCI), Arizona’s solution for records management, storage, document imaging and secure document destruction, has a clear commitment to quality and superior customer service evidenced by their strict measurement system called “Conformance to Quality” tracked on a weekly basis.

RCI boasts unsurpassed retrieval accuracy, live support without auto attendants, 24 hour assistance and customized plans for every client. They are able to maintain this high level of service by tracking, measuring and evaluating their employee’s performance on a weekly basis. RCI adheres to the philosophies of the ISO 9001 management principles which are internationally recognized standards for quality performance. The ISO (International Organization for Standardization) implements a systematic control of activities to ensure the needs and expectations of customers are met.

“Many of our customers are in industries that possess personal customer information and need to know that their files are secure, protected and easily accessible,” says Erika Peterson, Vice President of Operations for RCI. The best way for us to separate ourselves from our competition is to exceed at customer service and have the highest standards for quality and performance. This is what we have built our business on and we take it very seriously.”

The Conformance to Quality program was first implemented in 2000 by CEO and founder, Jurgen Achterfeldt. Achterfeldt’s background in Silicon Valley and the extremely competitive technology industry built the foundation of RCI’s principles and business philosophy. Instilling this expectation of always getting to the root of the problem allows for a seamless operation and increased trust and confidence. In an industry that has only recently been exposed to technology and software solutions, Achterfeldt’s early adaptation of these standards, and his investment in technology infrastructure, demonstrates the high level service and satisfaction RCI’s clients have come to expect.

Each department follows a list of ten guidelines, ranked in order of importance that gauge the internal operation functions *before* they can affect a client. These guidelines keep RCI focused and diligent in their quest for quality, timeliness and superior communication. Employees take it very seriously, and any infractions on the evaluation, the department manager is required to complete an explanation and offer a remedy. Results are graphed and framed each quarter and posted in all common areas at RCI. Monthly scores have consistently remained above 98 percent.

RCI’s strong focus on customer service and the Conformance to Quality guidelines have made them Arizona’s preferred resource for records storage, document imaging, including scan on demand; and secure document destruction. Their experienced team managers evaluate, define and implement custom programs contingent on a company’s needs, industry regulations and competitive pricing. Documents can be accessed online 24 hours a day and RCI maintains the utmost integrity and security of all files and records. Customer service is the cornerstone of RCI’s business and the Conformance to Quality guidelines has secured their success. For more information visit www.recordcenterinnovations.com or call 602.258.4000.