

Canfield Focuses on Long-Term Customer Relationships

By Bob Kronemyer, Associate Editor

Whatever the challenge in customer support, Canfield Imaging Systems (Fairfield, N.J.) is ready and able. Recently, a traveling Canfield employee received a call on his cell phone from a plastic surgeon who needed a replacement for his computer tablet. The employee stopped at a FedEx store and overnighted his own personal tablet to the doctor.

"One of our mottoes is that we want to hug our customers," said Tom Moog, director of sales and marketing at Canfield. "We don't view our customers as a one time sales event. We look at them as lifetime customers."

To this end, Canfield has individual teams of customer service, trainers and technical support that are available five days a week. Prospective customers are encouraged to call the company to answer any questions. Canfield also participates in nearly 60 trade shows a year. "This allows us the opportunity to have extensive contact with potential and existing clients," Mr. Moog said. In addition, the company has subject matter experts on all Canfield products.

Following a sale, there is extensive tech support. This covers any Canfield software or hardware application. Apart from phone support, "we have the ability to interact with our customers online and troubleshoot by looking at their system remotely," Mr. Moog noted.

Training is also delivered in a variety of ways including online, webinars and regional training events. "Our live web-based VISIA training is exceptional. The customer's computer monitor shows exactly what you would see if you were sitting at a VISIA Complexion Analysis System," Mr. Moog said. "Questions can also be asked in real time. Because of the VISIA's intuitive interface, customers are totally up to speed within a few hours of remote training."

Furthermore, physicians are encouraged to contact the company when they have staff turnover, so new staff can be trained online. Onsite training can also be arranged on request.

Customers who order the company's flagship VISIA are provided with a complete marketing kit that includes posters, counter cards and a content-rich DVD. "This DVD includes marketing images and text, as well as customizable templates for brochures, advertisements and point-of-sale materials," Mr. Moog said.

Although Canfield products cost only a fraction of laser systems, "we offer the same level of services," Mr. Moog stated. "We think of ourselves as a solution provider, not just a product provider. For instance, we have professional photographers on staff, who can address the most sophisticated single-lens reflex (SLR) cameras, or a simple point-and-shoot camera, and how to achieve good clinical photographs."

Going forward, Canfield expects to expand its regional training seminars and webinars. "Providing application software that works in a variety of computer environments is a high priority. We need to stay current with all emerging technologies in order to effectively support our customers," Mr. Moog said. "For instance, when a couple of doctors bought new printers that were not compatible with our Mirror application, we were able to quickly replicate and resolve the problem."

Canfield's extensive website, www.canfieldsci.com, includes white papers, video demonstrations and photo galleries. Moreover, a new quarterly newsletter will share helpful hints – from mastering clinical photography to setting up a network to support the company's software.



Tony Eusebio – Canfield's Technical Support Team Leader

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