

FIVE STEPS TO SATISFACTION



Managing director of Elite Electronics, David Allen

Getting customers involved in production is the key to great service, explains managing director of Elite Electronics, David Allen. Here he details five basic steps to achieving this goal

With over 25 years industry experience, David Allen claims to have built a team that understands what it takes to win over and keep customers in an ultra competitive environment. To keep

five step plan designed to deliver heightened customer satisfaction.

clients coming back for more, Elite follow a simple but effective

1. Putting the customer first

The customer is always right - this attitude is a vital component of customer care at Elite. As David explains: "Every part of the production process is customer led because we want our customers to take ownership of the process. This is also important in helping us establish long term relationships with customers."

In creating this customer led approach, Elite works to become a long term partner in the manufacturing process, delivering added value to each customer.

Testing is said to be totally driven by the customer. Backed by its 25 years of in house experience in testing, Elite works closely with each customer to develop the testing they require.

2. Customer involvement in production

In the early stages of production, particularly during prototyping and production of new batches, Elite encourages its customers to 'get hands on.' David enthused: "We invite customers to oversee early assemblies of their board. This helps our production team meet and understand the needs of each customer. It's a massive part of delivering high quality customer care."

A range of test facilities are available including: dedicated full functional testing; combined bed of nails automated test equipment (ATE) with functional test; complete system test; boundary scanning; IC programming and verification; analogue and digital network terminal equipment approval; earth bond and electrical strength safety test; and wiring assembly testing.

3. Flexibility in production

Elite has been engaged in a programme of investment in equipment and training to increase capacity for production and more importantly to generate added production flexibility. David explained: "This investment allows us to react to any customers without negatively impacting on other customers. It also ensures we have the capacity to deal with new product introduction and prototyping and initial small batches."

As David explained: "Over time, we have developed a comprehensive testing facility and provide a bespoke test service for each customer. This further illustrates our commitment to putting the needs of the customer first."

4. Quality

Customers want to know they are purchasing quality products and this is something Elite works hard on, to ensure it doesn't disappoint. Elite implements stringent quality controls, having been accredited to both BS EN ISO 9001:2008 and ISO 13485 for medical devices. It is also an authorised UL manufacturer and operates to IPC610/IPC620 workmanship standards. Production is ESD and RoHS compliant and the company holds a Caterpillar award for supplier quality excellence.

In today's rapidly changing world, Elite still focuses on the age old adage of 'customer comes first' and has built many strong and fruitful relationships by looking after its customers. In an industry with revolving doors, Elite knows that its policy of customer care delivers long term partnerships with approving customers.

5. Testing and inspection

"We don't want products coming back," is David's motto. All PCBs are inspected at each stage of production. At the end of the

Backed by this ethos, Elite supplies PCB assemblies to a diverse range of market sectors and is accustomed to accurately populating complex, high density boards. It can tackle any project, from conventional through-hole, to the latest surface mount technology, offering complete flexibility to customers.

This complete range of manufacturing services is offered from facility in Enniskillen, in Northern Ireland, where the company employs experienced management, engineering and purchasing personnel, a highly trained and multi-skilled workforce, all supported by the highest standard of technology and production processes.

In total, Elite employs over 200 people in 120,000ft² of manufacturing space where it utilises the latest equipment to provide complete turnkey manufacturing, excellent quality and flexible scheduling.

David Allen concluded: "Our customers now want us to do more for them than ever before. In many instances we started assembling just the basic PCB and over time, we become a one stop shop offering, design and then complete product assembly, as a result of our five step plan for customer satisfaction."



Completed product from the Northern Ireland factory

SMT line, dedicated AOI and x-ray inspection helps ensure any faults are identified and corrected.

