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SUNRISE WINDOWS INTRODUCES EXTRA CONNECTIVITY FOR CUSTOMERS

Sunrise Windows Automated Technology (S.W.A.T.) Allows Dealers Access Through Internet To Increase Efficiency And Customer Support

TEMPERANCE, MI., Jan. 2003 – It's a common enough scenario: A window dealer or contractor is in the office scheduling for the next week. He needs to see if a particular window job is coming in on Tuesday's truck. Normally, he'd pick up the phone and call the manufacturer; however, it's 3 PM on a Saturday, and his manufacturer is closed for the weekend. What can he do?

If he is a customer of Sunrise Windows, all he has to do is get online!

Sunrise Windows, a manufacturer of high-performance vinyl replacement windows and, most recently, sliding patio doors, finished testing S.W.A.T. (Sunrise Windows Automated Technology) late this fall. The Internet-based, password-protected section of the company's website – www.sunrisewindows.com – has received a lot of positive feedback from a variety of Sunrise's customers.

"We've been hearing over and over how user-friendly S.W.A.T. is," said Gary Delman, president of Sunrise Windows, the custom vinyl replacement window manufacturer headquartered in Temperance, Michigan. "Many customers have not needed the User Manual we created. It's been a great tool for us already."

S.W.A.T. does more than provide live information for scheduling purposes. The technology also allows customers the ability to track their order and purchase histories. The former shows which orders have been shipped and invoiced and which are still "open" within the user's specified time period; the latter uses a calendar as well, and lets the customer break down the purchase history by products - at which point each product can be broken down by option - or by options such as glass insulation, color combinations, and grids.

"This is just a launching pad – we plan on adding a lot more usability to S.W.A.T. for our customers, and make our site more of a resource for customers and consumers," Delman explained. "This is, of course, just a supplement to our great customer service, not a replacement. We understand that nothing replaces being able to talk directly to a supplier and get answers from a human being. But we also realize that it's often easier for a customer just to be able to plug right into that information while they're on the computer."

Sunrise Windows, Ltd., offers a very extensive line of high quality windows, and introduced their new innovative sliding patio door last fall. Windows include double and single hung, horizontal and tilt-in sliding, bow and bay, casement, garden, and basement, in a variety of colors, including woodgrains, and other options.