



# Roxsand

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## The "Hidden" Importance of Quality Management

By: Eric Levenson / VP Construction Materials - Sioux Falls, SD

Quality management plays a crucial role in our company's growth and performance. It is also a key resource in the competition for customer relationships by striving to deliver a superior experience. For our business to succeed, quality should always be maintained at every level. The end goal is to enhance customer satisfaction and drive business growth.

### **MORE CONSISTENT PRODUCTS AND INCREASED EFFICIENCY**

Quality management value lies in its ability to help L. G. Everist improve our product's reliability, durability, and performance. These factors help differentiate L. G. Everist from our competitors. Better products equal happier customers and higher revenue. Besides product quality, a solid quality management system ensures clear communication structures, responsibilities, and tasks across all departments. This results in higher employee morale, improved performance, and increased efficiency.

### **GREATER CUSTOMER SATISFACTION**

Our business cannot ignore the cost of bad customer relations. It takes twelve positive experiences to make up for one negative experience. If our products and services fail to meet customer expectations, our brand and revenue will suffer.

In today's competitive market, consumers are more demanding than ever. If we want our business to stand out, it is critical to meet or exceed their expectations. It is no longer enough to make sure your products are "fine." They need to address customer's needs and comply with the highest quality standards. When it comes to "Quality," never error on the side of "THAT IS CLOSE ENOUGH."

Quality management can help us turn prospects into loyal customers. It does so by continuously improving our products, incorporating changes, and eliminating defects. Furthermore, it provides us with the information our customers want. In the long run, this will help increase our market share and give L. G. Everist a competitive edge.

### **LOWER COSTS, INCREASED PROFITS**

A proactive approach to quality control allows us to make improvements as needed in many different areas such as:

- Marketing and Sales
- Research
- Manufacturing
- Equipment Maintenance
- Administrative
- Finance and Accounting

If applied consistently over time, these processes will reduce our costs and increase our profits. For example, a quality product will require less rework down the road, leading to cost savings and fewer warranty claims.

### **REDUCED RISKS**

Risk mitigation goes beyond choosing adequate business insurance coverage and investing in cutting-edge data security software. Once our products leave our sites, there are plenty of risks to consider. Material failures, for instance, can result in significant long-term financial losses and affect the customer's experience. They may also hurt our brand and reputation. As a business owner, we are responsible for bearing the costs of product failures. In the worst-case scenario, we may have to deal with lawsuits which are costly and time consuming. For this reason, we cannot ignore or overlook the importance of quality management.

### **FEWER HUMAN ERRORS**

Quality management practices can reduce human error. Our employees will have a set of guidelines to follow during their day-to-day operations, which helps eliminate guesswork and ensures compliance.

### **KEEP UP WITH THE COMPETITION**

L. G. Everist must do everything we can to not only keep up with our competitors, but to pass them. Delivering superior products and services is paramount. Quality management provides the information and guidelines for doing things correctly. Furthermore, it helps our business achieve optimum cost efficiency and utilization of available resources.

In the long run, these practices strengthen our company's brand, raising us to a level above our competitors. This will improve our products and business operations, and ultimately lead to a stronger market position. **Our goal is not to become the supplier of choice, but to "BE THE SUPPLIER OF CHOICE."**

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## **L. G. Everist Location Used for K9 Training**



The Denver Sheriff's Department used the 88th Ave. location as a training site for their K9 unit. With permission, the unit did various exercises with the dogs to test and train them to find drugs.

## Anniversaries

**April Brennan – February 17**  
Ace Ready Mix Sioux Falls

**Jason Fedeler – February 17**  
Dell Rapids Shop

**Mark Anderson – February 18**  
D & I Railroad

**Dean Maude – February 19**  
East Sioux Quarry

**Oscar Beltran – February 19**  
Firestone

**Robert Hansen – February 20**  
Railroad Cars

**Justin Kneip – February 21**  
East Sioux Quarry

**Monty Pearson – February 22**

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[Click here to view current openings](#)

Summit

**Ruben Duran – February 22**

Ft. Lupton

**June Stahl – February 23**

Dell Rapids East

# Happy Birthday!

**Raymond Vetsch – February 17** Ortonville

**Carrie Garry – February 18**

L. G. Everist

**Jammie Koepp – February 19**

Myrl & Roy's Fleet

**Travis Peyton – February 19**

Dell Rapids West

**Scott Rentz – February 20**

Dell Rapids West

**Gregory Barta – February 21**

Ragsdale

**Patrick Callahan – February 21**

Myrl & Roy's Shop

**Randy Haak – February 21**

Jasper Stone

**Anthony Smith – February 23**

Hawarden



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