

Reichmann Ski & Board Tuning

Service workshops: trained service staff creates customer trust



Full house at Reichmann in Weissenhorn. From 10 – 12 October 2017 over 80 participants took the chance to acquire professional knowledge and special practical tips from ski service experts at the Reichmann service workshops.

For all beginners in the ski service business, the basic workshop on 10 October imparted the basic knowledge of ski service in theory and practice. The thematic workshops on the following two days were concipated for more experienced service staff. In small groups they could acquire specific competences and know-how from professional trainers.

Customer-oriented pricing in the ski service business

The workshop trainer Roberto Moling conveyed this year again his concept of a customer-oriented pricing in the ski service business. He sucessfully practices this concept since years in his own quality-checked ski service shop PIC.ANT in South Tyrol. Roberto Moling is convinced, that high-quality ski service will bind customers on a long-term basis and justifies a fair price. “The most important step to demonstrate competence and gain customer trust is already the ski acceptance on the shop-counter”, says Moling. At best, the trained service specialist discusses together with the customer, which service steps on the ski or board are necessary to receive a professional service result. The price is then set as a sum of the required service steps. This way, quality ski service can assert itself against low-price-offerers in the long run.

Professional ski service on world cup level

To make sure that the proven quality can be achieved, trained service specialists and, in the best case, professional service machines are required. To provide the service staff with professional know-how in the ski service process, Reichmann organizes the three-day workshops at the

factory site in Weissenhorn every year. Again, the long-term service technician Christian Schmidl from the German Snowboard National Team, as well as Matthias Fleissner, who prepares the ski of the DSV ski cross team on world-cup level since 2012, trained the workshop participants on how to achieve professional ski and snowboard service in practice. Additionally, the service manager Siegfried Ersing was available for specific questions regarding the Reichmann machines.

High service-quality ensures customer loyalty

Sport retailers and rental shops from Germany, Austria, Italy and Switzerland trust in the professional training at the Reichmann service workshops for years. Because well trained service staff is the best way to high service quality and thus to satisfied customers.