

Standards of Performance



We will always be friendly when you call.

We will not rush you when you are on the phone; that may entail returning the call when we can devote our full attention to you.

We will listen to you.

We will keep you informed of the status of your orders and deliveries.

We will not make promises we can't deliver.

We will make deliveries with drivers and loaders that act and look professional.

We will respond to a dispute within 24 hours.

At our sales counter

We will acknowledge you with a smile if we are on the phone or with another customer.

We will not make you feel like you are interrupting our work, you are the reason for it.

We will strive each day to provide you with the finest customer service in the industry.

We at Structural Materials Co. realize that it's not so much the failure to meet these standards that causes major dissatisfaction among customers. Everyone makes mistakes – what can be upsetting is not being told in advance, not receiving any apology, not getting any explanation why, and not hearing what's going to be done to put things right. Please let us know if you think we are not doing our best. We value your complaints and feedback.