

A Letter From Don Davis



I sometimes envy those who work in small businesses — the kind where the person who answers the phone also makes the product and delivers it to the customer's door.

I envy those people because they're close to their customers. They can look them in the eye and know instantly if they're pleased with a product or service.

That's hard to do in an organization as large as ours. Many of us go through our entire careers without talking to a single user of Allen-Bradley products. The danger is we could end up producing products that please us, but not our customers.

TQCS, Total Quality for Customer Satisfaction, refocuses Allen-Bradley quality on its original objective — satisfying the people who buy our products. TQCS doesn't replace our Total Quality Management System. It builds on it, by involving everyone in our company in the drive for total customer satisfaction.

We need TQCS to be competitive in the global marketplace. To remain a leader in industrial automation. To keep the jobs we all depend on. But we can't do any of these things unless you support this effort.

Please take a few minutes to read this booklet. You'll come away with an understanding of Allen-Bradley's TQCS goals and objectives and how important you are to making them happen.

Sincerely,

A handwritten signature in cursive script that reads "Don Davis".

Don Davis
President