

## NEWS RELEASE



### For Immediate Release

#### **Announcing the Launch of After Sales Solutions LLC**

*New Business Consulting Service for Manufacturers, Extended Warranty Companies and Retailers to Improve Service Delivery to Consumers*

**Baltimore, Maryland, October 5, 2014** – A long-time veteran of the service repair and reverse logistics industry today announced the formation of After Sales Solutions LLC, a consultancy focused on helping businesses improve their post-sales processes to enhance the consumer experience.

James Rushton, President & CEO of After Sales Solutions LLC, is leveraging his 30 years of industry expertise to lead the new consultancy.

“How often do consumers receive sub standard in home repair and/or installation services on their appliance and electronic products?” said Rushton. “Simply put, way too often based on my personal experience. In each of my roles working in a service management position, in diverse industries, I have repeatedly discovered numerous fundamental issues that prevent successful service events with end customers – many of which are typically the obvious but often overlooked.”

Rushton said many companies also continue to deploy outdated service delivery models that show little innovation considering today’s technology and educated workforce. With social media driving customer perception of business brands, focusing on service is more important than ever.

“If you are not satisfied with customer satisfaction ratings, it is time to take action and do something different. Our consulting philosophy is built on the basic premise that there are four key indicators of service excellence – convenience, speed, quality and cost. It is from this foundation that we discover broken processes that are often unnoticed by the business leaders that manage them.”

After Sales Service also develops, implements and manages complete product service programs for those companies that do not have the infrastructure in place for a new product line launch in North America.

“We build a complete turnkey program that addresses all of the components necessary to provide superior customer support while adhering to all governmental regulations. This includes everything from the call center through a reverse logistics and asset recovery component,” said Rushton.

## **About After Sales Solutions LLC**

After Sales Solutions specializes in developing new, or refining existing, service support programs and processes for manufacturers, extended warranty companies and retailers across multiple verticals in the consumer and commercial hard goods industries. For more information about After Sales Solutions and our full suite of services, please visit [aftersales.solutions](https://aftersales.solutions).

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