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News Release 2.12.10:

Clair Moreland-Girma joins Friant as our first Director of Customer Service Operations

*“I believe it is a mistake not to focus on the “yes” in every situation;
we must find a way to say Yes. It’s about creating a customer for life.
It is the whole point of our work.”*

Every year since 2005, Friant has met or exceeded its annual order projections. When revenue numbers continued to outpace projections during the recession, CEO Paul Friant turned his focus to streamlining internal processes for an enhanced customer experience in 2010.

To that end, Friant hired Clair Moreland-Girma as the first *Director of Customer Service Operations*. Her immediate challenge is to manage the implementation of a new order entry system – Insight – that will further streamline the purchasing process for both customer and manufacturer. Her next step is to launch a customer survey to collect the needed data that will guide restructuring and process change decisions.

According to Moreland-Girma, her primary goal is to establish and maintain ongoing customer service excellence: “It’s about creating a customer for life. It is the whole point of our work. New strategies will focus on what will best benefit the customer and, thereby, grow the company.”

Read more about Moreland-Girma on our [blog](#).

Friant Associates designs and manufactures innovative and customizable high-end office systems, at prices unmatched in the industry. From reception stations to conference tables — and everything in between — we furnish office spaces beautifully, affordably and quickly. To learn more about Friant Associates, visit www.friant.com.