

## **LISTO SAVES MOTHER'S DAY**

In the floral business, Mother's Day ranks right up there with Christmas. It's the biggest potted plant sale weekend of the year!

Imagine you're a florist. It's late on a Friday afternoon right before Mother's Day weekend. Your purchasing system just went haywire. You find out that you're almost out of pots and you need 2,000 seven-gallon containers by 6 p.m. or you'll be crying along with many other mothers, not for the same reason.

This is a true story, and a Listo Products team in British Columbia, Canada, recently came to the rescue for such an owner – Qualitree Propagators in Sardis, British Columbia, a two-hour drive from the Listo plant.

"Our customer service department received a call at about 2 p.m. The customer was in a panic," said Brian Funk, shipping supervisor. "They had just realized their system had failed to order enough pots to handle orders. We told them not to worry, we'll help them out." And with that, Listo began to roll.

The shipping department reacted quickly, pulling the entire order from Listo's standing inventory stock. Listo mobilized a local carrier who came in, picked up the order, and delivered it in time to keep from orphaning a single azalea!

Qualitree said that Listo saved its reputation, and an important part of its annual business. For Listo, having manufacturing and delivery systems flexible enough to handle the occasional panic call without a ripple is only one part of the solution. "Having people in place who understand how to make that flexibility work for the customer is what service is all about," said Mike LeFroy, Listo's general manager.

