

## Vaisala SSD Team in Newmarket

# Building Local Customers' Trust

ation of products will be equipped with the requested functions, which increases their added value," Mr. Grönholm points out.

In addition to transmitters, Vaisala also supplies portable instruments and calibrators. Designed for the maintenance and calibration of measurement instruments, the main goals of these products are to improve ease-of-use and reliability. Consequently, they are very time and cost-effective when used in the field or for on-site checks. All these products are supplied with traceable calibration certificates.

According to Mr. Morovic, "Working at Vaisala is very rewarding. People say that the time goes quickly when you enjoy your work. I can confirm that this is true."

## The future looks bright

Dragan Morovic notes that Vaisala SSD products have gained ground in Sweden. "I see no reason why this growth shouldn't continue. I believe that the future of industrial measurement products is very positive in Sweden because of our strong local presence, dedicated work and new products."

"With the new products – for example the HMP228 moisture transmitter for measurements from oil, the HMT360 series humidity transmitters for hazardous locations, the DMP248 transmitter for low dewpoint, the DMP246 transmitter for high temperatures, and the Lon-marked carbon dioxide transmitters – we can serve new customer groups in various measurement fields. We are therefore looking forward to many new challenges and business possibilities." ■

The Sensor Systems Division (SSD) of Vaisala Newmarket is located in Newmarket, about 10 miles (16 km) East of Cambridge, UK. The local SSD Team includes four persons.

David Cridland  
Sales Manager  
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**N**ewmarket is a small town, regarded as the UK capital of horse racing. On the roads leading to the training grounds, motorists keep well away from these four-legged residents, as most are far more valuable than cars!

## The local SSD team in the UK

We provide a local presence in the UK, but are part of a larger team in the Vaisala organization that is also working to support all our customers in the UK.

When customers phone the Vaisala Newmarket Office, Annette Jacobs may well be their first contact. Annette looks after our internal sales, including customer queries, order processing and database administration.

Helen Carson works for us part time and manages all our marketing and sales promotion in the UK.

David Cridland and Chris Sadler are responsible for sales

and, between them, have a wealth of application experience and product knowledge.

## Diverse SSD application areas

Vaisala manufactures a wide range of SSD products for measuring relative humidity, dewpoint, barometric pressure and carbon dioxide gas concentration. So the applications can be very diverse – from measuring dewpoint in a factory to monitoring carbon dioxide in a horticultural growth chamber, for example.

One minute we can be talking to a system installer at a pharmaceutical company, the next to a control engineer in a process plant. Serving such a wide customer base can be a real challenge. But our global Intranet network provides fast communication links to the Helsinki factory and other Vaisala international offices where we can easily get support for technical queries and new uses.

## Focus on customer service

We pride ourselves on customer service and are constantly working to achieve an even higher standard. The introduction of new processes and our investment in information technology means that orders can be more rapidly processed. Delivery of standard products is often from a buffer stock, and orders for configured products are rapidly entered into the shop floor manufacturing system.

Individual orders are delivered direct from the Helsinki factory to the end customer site, thus avoiding unnecessary delays. In the reverse direction, products can be returned in less than 24 hours from customer premises to our European Service Centre, which provides extensive repair and calibration facilities. ■



A group picture of the SSD team at Vaisala Newmarket, from the left (seated) Helen Carson and Annette Jacobs, (back row) Chris Sadler and David Cridland.