

COMPANY SPOTLIGHT

PRESENTED BY AWARDS & ENGRAVING

CRYSTAL D FOCUSING ON CORE VALUES A POSITIVE CULTURE CARRIES OVER TO CUSTOMERS

For over 20 years, the goal at Crystal D has been To Turn Emotions into Memories™. As the company continues to strive for that goal, customers continue to receive quality service. “Our goal is to make working with us simple, easy and fast,” says Marketing Coordinator Jen Jezierski. The company specializes in imprinting crystal awards and gifts, which helps its customers in their businesses. “We view our customers as part of our sales force, so our focus is helping them make the sale the best we can,” Jezierski adds.

Crystal D’s eclectic customer base plays into its growth. “We have experienced growth; because of that, (we’ve) implemented new and better processes and systems that allow us to keep up with our customers’ needs,” says Jezierski. Those needs continue to be the focus at Crystal D.



“Too many times I hear things from customers that are bad as opposed to the positive side of customer service. This order with Crystal D wasn’t the biggest order in the world, but it was an order where my customer was so impressed with the way it went. When she got the actual product, she could not believe the results. She was just stunned.”

*- Rich Anderson from Northwest Trophy Inc.
in Woodinville, WA*

Find out more: 800-544-1131 | www.crystal-d.com