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DirectBuy of Houston Southwest Creates a “WE CARE” Program

Houston, Texas, May 30, 2008- Ever heard the saying “you can’t pick your family, but you can pick your friends?” For the members of DirectBuy of Houston Southwest, this statement doesn’t exactly ring true, as the staff at DirectBuy recently implemented the “We Care” program to improve service and further develop the family-like relationship the staff has with members.

“When you join DirectBuy of Houston Southwest you’re choosing to be part of a family,” said Service Manager Mary Johnson. “Every day our service associates are listening to their members and creating new services to exceed their expectations.”

The “WE CARE” program is designed to improve the lines of communication between the service staff and members. The program enables the Houston Southwest showroom to find out what their “family” members want regarding service, and to deliver just that.

Like any other family, DirectBuy of Houston Southwest seeks to continuously help, motivate, inspire, and educate their family members. One of the first communication tools implemented for the program was a monthly newsletter. It features inspiring decorating tips, motivating member success stories, updates on manufacturers, and a calendar of upcoming showroom events.

To improve members’ abilities to communicate with the staff, the showroom provides “WE CARE” forms. The forms provide a place for members to make comments and communicate ideas. One of the suggestions implemented was monthly product seminars for members. With this new program, members are able to attend manufacturer-facilitated product seminars on new and current products available to DirectBuy members. Another great member idea was floating product specialist. As members move around the showroom, product specialists are equipped with wireless laptops to provide on the spot product information. Some other winning ideas include: daily training for product specialists on how to calculate savings in each category of the library, bright pink labels identifying new supplier catalogs, and labeled vignettes.

“Good communication is one of the most vital attributes a family can possess,” said Houston Southwest Owner Dan Tidwell. “Without communication, one would not have

the opportunity to establish relationships or understand the emotions of others. We want our members to feel like they are members not only of our showroom, but also members of the DirectBuy family.”

About DirectBuy

For more than 35 years, DirectBuy has been showing thousands of consumers unparalleled ways to save as they shop for virtually everything for in and around their homes – from furniture, carpet and flooring, and custom window treatments, to kitchen and bath cabinets and fixtures, appliances and much, much more. DirectBuy enables members to purchase most every product offering from several hundred manufacturers at more than 150 showrooms across North America. To learn more about DirectBuy, visit www.directbuy.com or www.directbuycares.com.