



MARVIN S. GILMAN
SUPERSTARS
IN BUSINESS



SUPERSTARS IN BUSINESS WINNER

CUSTOMER SOLUTIONS COME FIRST

1-24 Employees: AlphaGraphics

BY COLIN HEFFINGER | PHOTOS BY DICK DUBROFF/FINAL FOCUS

GET NOTICED. GET BUSINESS. For AlphaGraphics, a print and marketing services company, these words solidify the foundation that empowers day-to-day efforts in ensuring customer satisfaction. These words aren't just their tagline, but a symbol emphasizing the reality that their success is defined by the success of their clients. Putting forth the extra time, effort, and expertise into project solutions to ensure that the customer is completely satisfied plays a critical and undeniable role in the long-term business impact for both AlphaGraphics and their clients.

AlphaGraphics operates in over 250 locally owned franchise locations across the United States. Ancar Enterprises LLC is the franchise operator for AlphaGraphics in Wilmington and Newark, which began in 1977 and has built 33 years of track record serving clients throughout Delaware and beyond. Clients span across a plethora of industries including health care, financial, education, construction, and manufacturing to name a few. Specializing in a variety of printing projects, content management, promotional products, graphic design services, technology solutions and much more, AlphaGraphics prioritizes customer solutions above all else.

Atul Chugh, owner of the AlphaGraphics sites in Wilmington and Newark, reflects on the role of the customer in their daily work. "Our jobs are all customer-focused," Atul explains. "The customer is the reason we're here. All our processes are done with the customer in mind. We offer free delivery in our area to best serve our customers. We always want our employees to be ambassadors of the firm and focus on solving issues for our clients. The customer simply comes first."

At AlphaGraphics, customers can choose to come in with a fully designed project or one that has only just been started. Whether in the creation of brochures, business cards, signs, or so forth, AlphaGraphics can assist in the creative process from scratch or improve an existing project. By providing a consultative approach, the team at AlphaGraphics helps clients achieve their goals and better prepare them for the final production process.

The goal at AlphaGraphics is to be a one-stop shop for all client needs. With two digital production printers, offset printers, a latex printer, plotter and other finishing equipment, AlphaGraphics is well-equipped to create captivating and professionally designed customer solutions. Recent investments include advanced booklet and bookbinding technology as well as Digital 5th color, which allows added embellishments on regular print for

cutting-edge visual enhancements that "pop." Windows, wall graphics, and signage, as well as installation are also available locally. Combined with the team's extensive technical expertise, AlphaGraphics can provide unique client solutions that have a larger impact on business success.

Another uniquely empowering capability that AlphaGraphics offers to clients is customized web portals for their businesses. These web-to-print portals allow the ability for employees of clients to input information needed to design their marketing and business collateral seamlessly, even



across multiple locations. This option is secure and allows users the ability to design and manage their brand standards online.

Another key tool that AlphaGraphics utilizes to gauge customer satisfaction is their Loyalty Loop program. This program has played a critical role in their 95% approval rating as well as their 80+ Google reviews, all with five-star ratings. "Each month, we survey all of our customers within from that month and evaluate the results," Atul explains. "We reach back to customers who did not have as positive of an experience and discuss what we could have done better. This gives us good insight on where our customers stand and what they would like to know more about. These discussions also provide us the opportunity to acquire new marketing ideas."

Atul reflects on the impact of his team's long-term dedication to client needs in the First State. "Our focus on Delaware for the past 33 years has played a huge role in our success," Atul states. "Customer needs will always change. We will continue to define ourselves through customer solutions. It will remain a key determinant of our success going forward." ■