

NORTHERN CALIFORNIA AND NEVADA

AB&R's Support Team Strategy

The goal of AB&R's Support Team Strategy is to ensure customer success by teaming each **Regional Account Manager** (RAM) with a group of support specialists within each region. While the RAM maintains the lead responsibility, these additional team members enhance their ability to manage your specific concerns and needs.

Your **Inside Sales Executive (ISE)** is the internal resource for continued project planning, follow-up and support issues. The ISE works closely with the RAM and is well versed in the details of your account.

Your **Customer Service Representative** is the one to call for any administrative questions regarding billing, order processing and shipping.

Your **Service Coordinator** is the point of contact for all software support, warranty and service agreements.

Your **Media Specialist** is the person to contact for all your printing supplies, labels, tags and custom print requests.

Your **Technical Support & Service** contact is ready to help with any trouble-shooting, technical support, repair work and maintenance.

Your **Solutions Architect** is ready to assist you with any integration and configuration issues that may arise.

Regional Support Team

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