

Customer satisfaction is cardinal rule

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STAFF WRITER

Whether performing maintenance work on the roll-up doors of concession stands at Busch Stadium or simply replacing a door for local customers, the experts at Cardinal Door Inc. in High Ridge strive for customer service that is second to none.

Business owners Richard and Connie Naes display great pride in the service they provide to celebrity clients, including NASCAR driver Mike Wallace. St. Louis Cardinals and NASCAR memorabilia line countless

shelves and bookcases at their showroom at 1750 Gravois Road.

At the same time, the couple gets just as much satisfaction by performing a job well done for any customer, no matter how big or small their budget. Customers appreciate the detail that is paid to every aspect of even the most minor jobs, often wishing they would have had their doors replaced years earlier.

"That's our biggest reward, their (customer) satisfaction," Richard Naes said.

"When they are so happy with what we've done, they pass the (company) name along," Connie

Naes added.

The Naes' started Cardinal Door in Affton 19 years ago. Richard Naes, who comes from a carpentry background, was working for a competitor at the time.

As the business grew, it was moved to a High Ridge warehouse next door to the current location.

Richard Naes decided to relocate the business in Jefferson County because of the potential for growth he felt existed in the area.

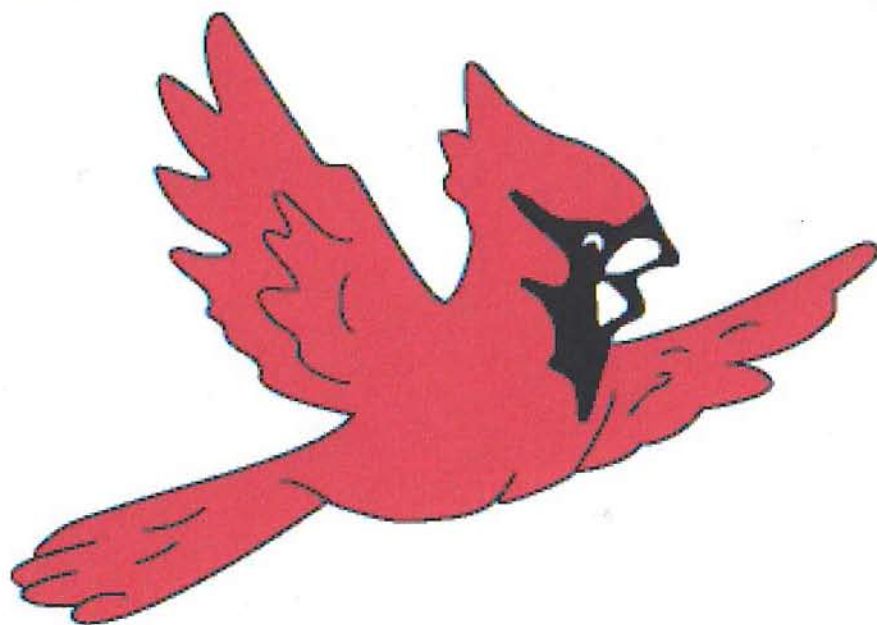
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ANDREW JANSEN PHOTO

Richard and Connie Naes, owners of Cardinal Door, pose in front of one of the company's doors.

CARDINAL DOOR INC.



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"There was a lot of potential," he said. "There was really no door company represented in Jefferson County."

His hunch paid off, and the business relocated to its new, larger facility in 2003. The couple attributes its success, in part, to helpful advice received along the way.

"We've always been told you treat your customers how you want to be treated," Richard Naes said.

Cardinal Door has gotten customer satisfaction down to a science, literally. Three years ago they instituted a digital imaging system that allows customers to see what any door the business carries will look like on their home before making a purchase. Cardinal Door was the first local company to implement the program, according to Richard Naes.

"A lot of people can't visual-

ize what it's going to look like, so this enables them to see what it looks like before they buy it," he said. "You can look into the future."

Cardinal Door carries a wide variety of entry systems, from entry doors to garage doors, electric garage door operators, security gates and locks.

Raynor doors of Dixon, Ill., is the company's exclusive door supplier. Raynor's high-end doors, the Innovation Series, consist of two-sided steel with thermal installation.

Whatever the customer chooses, Richard and Connie Naes are confident they'll be happy with their purchase.

"Of course it's going to add to the value of the home," said Richard Naes. "It's one of the first things you see, the garage door or the front entry system, when you walk up to a home."

For more information about Cardinal Door Inc. call 677-4444.