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12年来《电路组装》(Circuits Assembly)杂志一直赞助服务优秀奖(SEA)计划,帮助EMS供应商和电子组装设备、材料和软件供货商测量其客户服务的水平。2004年的SEA奖最近在APEX 2004的一次午餐会上颁发,一共向根据规模(小、中、大型)划分的五个EMS服务类别的获奖者和各种规模类别的杰出公司颁发了23项奖。此外,还向各个软件类别中的一流软件供货商以及各种组装设备和材料类别的一流供货商颁奖。

Service Wins the Game

Robin Norvell, Assistant Editor

“The purpose of a business is to create a mutually beneficial relationship between itself and those that it serves. When it does that well, it will be around tomorrow to do it some more.”

—John Woods, customer service consultant

For 12 years, *Circuits Assembly* has sponsored the Service Excellence Awards (SEA) program to help electronics manufacturing services (EMS) providers and electronics assembly equipment, materials and software suppliers measure their customer service. The 2004 SEA awards were recently presented during a ceremony at APEX 2004 in Anaheim, CA.

This year, a total of 23 awards were presented to the winners in each of the five EMS service categories by size (small, medium and large) and to the outstanding company in each size category.



Editor-in-Chief Lisa Hamburg presents awards to Creation Technologies' Patrick Ciriacs.

Awards were also presented to the top software suppliers in each software category and to the top suppliers in each assembly equipment and materials category. Winning scores for each category and overall winners' scores are shown in Table 1.

Each of the 32 participating companies was judged on a scale of one (poor) to five (excellent) by 10 of their customers in five service categories: dependability/timely delivery; manufacturing quality (for EMS companies) or ease of use (for equipment and software suppliers); responsiveness to requests and changes; technology; and value for the price.

Because the awards use a third-party survey process to question participants' customers, the results of the competition are regarded as an unbiased, objective gauge of customer satisfaction. Companies learn how they can improve and what they need to do to stay ahead of their competitors.



Representatives from EFD, Asymtek, Assembléon, DEK and Aegis pick up their SEA awards (pictured left to right).

EMS Provider Winners			
Category	Company Size		
	LARGE	MEDIUM	SMALL
	Revenues over \$500 million	Revenues from \$100 to \$500 million	Revenues less than \$100 million
EMS: Overall	Plexus Corp. 4.24	Sparton Electronics 4.52	MassTech EMS 4.72
EMS1: Dependability/ timely delivery		Creation Technologies 4.5	Key Electronics 4.9
EMS2: Manufacturing quality		Creation Technologies 4.5	Able Electronics 4.7 Nu Visions Manufacturing 4.7
EMS3: Responsiveness to requests and changes		Creation Technologies 4.8	Able Electronics 4.8 Key Electronics 4.8
EMS4: Technology		Creation Technologies 4.5	Elcoteq-Dallas NPI 4.7 Nu Visions Manufacturing 4.7
EMS5: Value for the price		Reptron Mfg. Services 4.3	Nu Visions Manufacturing 4.7

Assembly Equipment Supplier Winners	
Equipment Function	Participant Company/ Rating
Cleaning	Petroferm Inc. 4.58
Dispensing	Asymtek 4.44
Materials	EFD 4.62
Pick and Place	Assembléon 4.94
Screen Printing	DEK 4.76
Test and Inspection	Feinfocus 4.66

Software Developer and Provider Winners	
Software Function	Participant Company/ Rating
Manufacturing software	Aegis Industrial Software 4.86
Supply chain management software	Agile Software 4.44

TABLE 1: *Circuits Assembly* 2004 Service Excellence Award Winners. Each company was rated using the following scale: 5 (Excellent); 4 (Good); 3 (Average); 2 (Fair); 1 (Poor).

Gary Tanel, founder of one of the small EMS company technology winners—Elcoteq, NPI Dallas—said, “As a new participant to the SEAs, I was not sure what to expect. I value close communications and welcome customer comments towards continuous improvement. I believe customers will open up with a third party doing the survey more than a direct contact from the EMS company. This does not take away from the direct communication, but, instead, adds a new dimension. It means a lot to the employee staff when recognition comes from the customer, particularly when we are compared to other companies in our same market.”

Even if they do not win an award, participating companies look forward to receiving candid feedback from their customers and seeing how they measure up to their competitors.

From a part of each participant’s entry fee, a donation of \$5,000 was made on their behalf to the SMTA’s Charles Hutchins Educational Grant. The \$5,000 grant, established in memory of past SMTA president Charles Hutchins, is awarded annually to a

graduate-level student pursuing a degree and working on thesis research in electronics assembly, electronics packaging or a related field. ■



The EMS winners collect their awards during the APEX reception.