

R.N. JOHNSON
INC.

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Looking Ahead

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Suppliers of Fine Equipment Since 1929

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Small machines division relocates New era of service begins

For the first time since 1963, R.N. Johnson, Inc. is all under one roof. In order to reduce overhead, increase efficiency and improve customer service all the employees and inventory are now located in what was previously the large machines division. This is the culmination of a long process of renovation and reorganization, which began with the closing of the Claremont branch (in October 1997.) On November 1, 2003 the move was completed.

The small machines division was opened in 1963 to accommodate growing sales in lawn and garden equipment. The Claremont division opened some time later in order to shorten the distance that some farmers had

to travel in order to get the superior service and quality offered by the company.

“People fear change, that goes for both our customers and our employees. But, (the transition) went even more smoothly than even our best case scenario had predicted.”
-Terry Robison, Sales Manager

In addition to being less cost effective, maintaining three separate branches created problems however, as jobs were duplicated between offices and communication often faltered as wires got crossed. Having all employees working closely together in one building seemed the best solution to offering the largest possible

number of customers the great service that they expect and deserve when doing business with R.N. Johnson, Inc. According to Service Manager Fran Kissell this has been an extremely positive change as it allowed for greater continuity in the service that was offered to customers.

Planning got underway to bring everyone together in the large machines building in 1997 when the Claremont division closed and its employees and inventory relocated to Walpole.

Moving an open business while still maintaining great service is a difficult proposition. Everyone had to work very well as a team to be flexible in their changing environments and trouble shoot as problems inevitably arose.

“People fear change, that goes for both our customers and our employees,” Terry Robison Sales Manager said, “But, it went more smoothly than even our best

case scenario had predicted.”

There was also the simple issue of space to be addressed. Since no additions were made to the building, offices and workspaces had to be necessarily reworked to accommodate the larger staff now occupying the building. In the process, the company’s workspaces and operations were streamlined and wasted space was eliminated and reassigned.

The primary goal for the renovation has been reached. R.N. Johnson’s has now become a true one-stop shopping experience. Now customers can call one number and speak to the staff member best able to help them. They can come into one building and have all of their needs met. They can do business with a company that offers the assurance that everyone on staff is working closely together to offer the best sales, service, and customer care possible.