

advertisement

advertisement

Visit us at
www.netstreams.com

ESC of the Year: Logic Integration

Dec 1, 2007

Stephanie Adamow

Logic Integration CEO Shawn Hansson credits his company's success to one core component of the company's business strategy: Excellent customer service.

All Logic Integration projects are meticulously planned out in advance to ensure a seamless client experience from start to finish. "Our goal every time is to get in and get out quickly," said Hansson. All systems are built and programmed in-shop so the project is ready to go when the team arrives onsite. Technicians then work in cluster teams to complete the install quickly and neatly.

A consistent system for customer service has kept Logic Integration in good standing with a reliable base of referral partners in the local builder/developer market, allowing the company to grow quickly from its one-man start in 2004 to become one of the premier electronic systems contractors in Colorado.

This rapid growth was not without its challenges. Hansson started the company in 2004 using his limited personal savings for startup and converting his garage into a warehouse. After a slow buildup of clientele via cold calling and social contacts, orders began flowing in faster than the company was equipped to manage.

"Growing fast was easily our biggest challenge," said Hansson. "With hardly any financial backing it was sometimes a struggle. But we were able to put the necessary systems in place to grow, adapt and organize around the changes that were happening," said Hansson.

One of the considerations resulting from this growth was the need for Logic Integration to find its niche. Like many young companies, Hansson's team would take on all the smaller low-margin installs that came their way, only to find themselves in the inefficient position of competing directly with the major retail chains. The company consciously decided to focus on the market of larger custom projects where Hansson knew Logic Integration could differentiate itself.

To sustain this new level of operation, Logic Integration has placed an emphasis on investing in its employees. "I've been an installer for 10 years," said Hansson, "so I know what my team members are looking for in a long-term position." Bonus incentives, adequate vacation time and the promise of a handful of golf days all help to keep Logic Integration staffed with a skilled team.

Despite a strong referral base, attracting new clients is always a focus.

"We have a real knack for marketing," said Hansson, who saw the power of this skill early on when the company's first promotional materials contributed to a spike in business. "We've invested a lot of time and resources into developing our website. Our numbers show that clients get the information they need in about one or two minutes on the site, so we have to deliver the message quickly and effectively."

In another marketing push, Logic Integration has established a display wall of awards and credentials in its showroom, including the CEDIA certifications held by two employees, so clients see those distinctions immediately upon entering. "Our employees' certifications serve as a leverage point to separate us from competitors," said Hansson. "We communicate to clients that this means we're up-to-speed on the latest and greatest technologies on the market."

The Logic Integration team knows the benefits of having strong relationship-building and marketing resources at hand, and the company plans to draw on these strengths to continue to advance its position in the regional market. Looking forward, Hansson hopes that within five to 10 years the company will be opening a second location in Colorado.

"Beyond that, I just see us continuing to grow and be the best at what we do." CR

A A A A

- E-mail Article
- Print Article
- Rights & Reprints
- Multiple Pages
- Submit a Comment

advertisement

CustomRetailer E-Weekly

Custom Retailer E-Weekly features the latest news in custom install, product and market developments and show reports. Join today!

*E-mail:

*First Name:

*Last Name:

Title:

Company:

[Sample Issue](#) [Privacy Policy](#)

advertisement

BE A WINNER

advertisement

Working together on a daily basis to offer strategies and viewpoints for consumer electronics retailers, manufacturers, integrators, installers and service professionals that want to maximize their success in the custom installed products and services industry.

[Post a comment... click here!](#)

Strategies,
intelligence
and viewpoints
for today's
ce retailers,
installers and
integrators.



[About](#) | [Contact Us](#) | [Advertising Info](#) | [List Rental](#) | [Order a Reprint](#) |

Copyright ©2009 | North American Publishing Company | All Rights Reserved
1500 Spring Garden Street, 12th Floor | Philadelphia, PA 19130 USA | (215) 238-5300
[Privacy Policy](#)

Other Consumer Technology Group sites: E-Gear • Dealerscope • Picture Business