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QUIKRETE® LAUNCHES ONLINE QUIKCHAT TO BETTER SERVE CUSTOMERS
Live Website Engagement Tool Provides Timely Resolution to Inquiries

ATLANTA (Oct. 31, 2017) – [The QUIKRETE® Companies](http://www.quikrete.com), the leading manufacturer of pre-blended commercial-grade concrete products, recently introduced QUIKChat, a live website customer engagement tool that provides real-time thorough response to inquiries. Accessible 24-hours a day, seven-days a week on www.QUIKRETE.com, QUIKChat connects customers with trained professionals, known as agents, who answer their specific product and project questions. According to the live-chat service provider, eight out of 10 customer inquiries are resolved during the initial interaction with an agent.

“QUIKChat is designed to help our customers navigate challenges with projects and products through personal interaction with a qualified expert,” said Frank Owens, Vice President Marketing, The QUIKRETE® Companies. “By delivering this one-on-one attention, customers are more comfortable and confident in the direction provided by our agents. That along with the real-time nature of most QUIKChat conversations helps us improve customer satisfaction, which is our ultimate goal.”

QUIKChat is located at the bottom right hand corner of every page on the QUIKRETE website asking visitors if they have any questions. During local business hours, customers with questions simply click on QUIKChat bar and enter their name and e-mail address to assistance from an agent. During local non-business hours, customers can leave a message on QUIKChat and receive assistance when agents are back on-duty. QUIKChat will also intuitively offer assistance to visitors navigating the QUIKRETE website for an extended period of time. Visitors that use QUIKChat are encouraged to share their experience as a training aid for the agents and to help improve the overall customer service moving forward.



The QUIKRETE® Companies

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the U.S. and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® also offers related products through numerous wholly-owned subsidiaries including SPEC MIX®, Pavestone®, Custom Building Products®, Contech®, Rinker Materials, Target Technologies®, Daubois® and QPR®. Collectively, The QUIKRETE® Companies operates about 250 facilities in the U.S., Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. Technical centers across the QUIKRETE® network also ensure that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For more information on The QUIKRETE® Companies or its products, visit www.quikrete.com or call (800) 282-5828.

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