

## Ford Develops The User Friendly **HAPPY METER**



Story revised from September, 1996.

Most water works meetings include at least one session on customer service and/or public relations. The subject is extremely important to the water works industry. Experts have printed thousands of articles and produced miles of video tape to publicize the latest refinements to the science of creating and maintaining positive customer relations. Sometimes we make things too difficult.

In the 1920s, The Ford Meter Box Company designed and patented a water meter that featured a

magnetic read system, patent number 1,724,272, August 13, 1929. The concept was offered to the meter manufacturers; however, little interest was shown and the product never reached the marketplace.

Ford's next venture with water meters was much more successful, and the Ford Happy Meter is still produced as a promotional item.

Ford customers from around the world have stood at Ford exhibits smiling back at the little Ford Happy Meter. The smile, permanently cast in brass, is difficult to resist

and usually charms even the most weary customer after a long day of exhibit hopping. The unique meter never fails to bring about a warm and friendly conversation. This is the essence of successful public relations.

It is amazing what a smile can do. Is this not the real key to effective customer service? Whatever needs to be said, say it with a smile.

Additionally, the meters you use in your system can be Happy Meters when they are installed in Ford Meter Settings.

