

Customer Service



**GROSSIE "GIGI"
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Department of
Adult Corrections,
Correction Enterprises

As a sales representative for Correction Enterprises, Grossie Smith-Jackson often attends product showcases and conferences to make valuable connections with potential sales clients. It was during one such conference in March 2019 that Smith-Jackson began a client relationship with the Department of Public Safety's North Carolina National Guard.

After making the initial connection, Smith-Jackson prepared to pitch Correction Enterprises as the primary furniture provider for the North Carolina National Guard's 103 readiness centers used for training, recruitment and natural disaster emergency response throughout the state. Smith-Jackson recognized the unique opportunity in front of her; in 2019, the North Carolina National Guard had only spent a few thousand dollars in Correction Enterprises purchases. She realized that outfitting the 103 readiness centers could reshape the North Carolina National Guard's buying relationship with Correction Enterprises.

Smith-Jackson developed Correction Enterprises' first dedicated customer webpage to share during her pitch. The webpage featured a restricted line of products only available to the North Carolina National Guard. Additionally, Smith-Jackson leveraged herself more than a regular sales representative; she pitched herself as a consulting partner who would visit the readiness centers to identify additional customized furniture needs. Thanks to Smith-Jackson's creativity, determination and flexibility, sales to the North Carolina National Guard skyrocketed and have now surpassed \$2.2 million.



Since forging a lasting relationship with the North Carolina National Guard, Smith-Jackson's commitment to exceptional customer service has continued. By providing excellent communication, realistic timelines and around-the-clock attention, Smith-Jackson has not only brought in sales for Correction Enterprises but has streamlined the North Carolina National Guard's furniture replacement process in a way that has improved efficiency and the uniformity of the readiness centers across the state and saved the North Carolina National Guard time and money.

Smith-Jackson's demonstrated customer service is unparalleled. The State of North Carolina proudly recognizes Grossie Smith-Jackson for her determination and commitment to her clients.