

The importance of good customer service and quality products for a company

Consumerism is constantly changing with the times. These days, when customers contact a company, they have already visited its website and know what they want.

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So your level of quality, service and advice needs to really stand out. LIFTEUROP, the Luxembourg-based manufacturer of lifting equipment and accessories, attaches considerable importance, as a socially responsible company, to the quality of service and products that it offers its customers.

LIFTEUROP wants to give its customers the best advice in order to guarantee the utmost safety for users, in strict accordance with the standards in force. To meet the very specific demands of its customers, the company has its own internal research department to satisfy its customers' specifications.

European origin

In addition to offering tailored service through its internal research department, LIFTEUROP, with its brand STAS, designs and manufactures lifting equipment and accessories of European origin that combine quality and aesthetics. Being based in Wiltz (Grand Duchy of Luxembourg), LIFTEUROP was able to obtain the "Made In Luxembourg" label. This label promotes Luxembourg's industrial expertise and guarantees the origin of products and services to its customers.

LIFTEUROP has also had ISO 9001 certification since 2004. A pledge of a system of continuous improvement and evidence of management's motivation and commitment, this standard defines the requirements for the implementation of a quality- management system. LIFTEUROP strives to continually improve customer satisfaction and deliver consistent, compliant and high-quality products and services.

Thus, the company takes care of its customers, and they show their appreciation in return. “Our sales are constantly on the rise!” says Michèle Detaille, ALIPA Group’s Managing Director. Which just goes to show that implementing good customer service is now one of the elements fundamental to a company’s development and prosperity.

LIFTEUROP was founded in 2010 in Wiltz, where it manufactures lifting equipment and accessories in its own workshops, equipped with sophisticated machinery, under the STAS brand, renowned for quality and design for more than 65 years. Certified ISO 9001 and 14001 and CSR, LIFTEUROP is integrated in the lifting division of the ALIPA Group, a Luxembourg specialist in industrial packaging and lifting, which counts at total about 130 employees.

[ALIPA Group](#)