



Brand Story Winning Works Sharing (3)

2018. 11. 9

The first work shared this week is “TWMW-行銷+PM -與蔡同行” , which won the Silver prize. The video was starred by Alex Tsai, the group marketing director, who talked about his journey with MEAN WELL in the past 20 years. In this video, you can see how MEAN WELL defeated many competitors and met the strict standards of Israeli customers, what difficulties Alex encountered in opening up the Chinese market, and when Alex first saw a counterfeit of MEAN WELL, what he was thinking. (Please enter the Brand Story website from the intranet and click “得獎作品”)



The second one is “GZMW-RMA -走过最长的路 明纬五年修机路” , which won the Bronze prize. “Anything could have different meanings when you have a good intention to do it” . The author unexpectedly discovered the meaning of his work through a customer complaint, and look at customer service from a new perspective. The full text follows:

2013 年 3 月底进入明纬公司，蓦然回首 280 个星期历历在目。想起过往所学、所得，心里就像电源老化后一样暖烘烘的。

2016 年 10 月转入深圳，逐步承接深圳区售后服务，从 RMA 角色转变为 FAE 角色，慢慢偏向处理客户应用问题，记得一个周末的上午，接到客户抱怨，新款电源出现偶

尔当机的情况，旧款的电源一直没问题，质疑是不是明纬设计瑕疵，因为客户出货在即，而且为周末，急客户所急，经与业务及主管协商，决定牺牲休息时间前往客户端测试分析，结论为应用问题不匹配导致，现场对策外加一个二极管可以解决，帮助客户解决应急出货问题，这件小事让客户对明纬称赞有加，觉得明纬是一家有责任，值得信赖，专业的厂家。自己心里对美好周末加班的郁闷顿时烟消云散，觉得心怀善意去做好一件事时，可能微不足道，但却能赢得客户信赖与尊重。

从毕业不久的青葱少年到如今油腻中年大叔，加入明纬 5 年来，收获良多。RMA 部门经常被其他部门同事调侃就是修机的，我想说，任何事当你心怀善意去做时，都会有不同的意义。

凡日月所照、江河所至皆以忠正为本。修机路远，愿与公司同行！





FAE 董旭 2018/8/16



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