



# Personal Touch Still Matters

**With supply of steel in better balance, satisfying customers remains a top priority of North American producers.**

**F**or steelmakers, the personal touch leads to customer satisfaction.

While advances in technology have enabled steelmakers to achieve great strides in efficiency and product quality, it's the 'personal touch' which differentiates Best in Class customer satisfaction mills from the rest. Customers use terms such as 'partners,' 'great relationships,' and 'like family' to describe the mills at the top of the heap in overall customer satisfaction.

So who is best at delivering this personal touch? Once again, the Jacobson Survey has the answer.

Each year, Jacobson & Associates conducts a running survey, ending Sept. 30, of service centers and end users about how their steel suppliers are performing. Steel customers are asked to weigh in on their mill providers on matters such as quality, service, price, on-time delivery, inside sales, outside sales and e-commerce. For two-plus decades, those results have been presented in the pages of Metal Center News.

In the all-important category of customer satisfaction in this year's survey, five different steelmakers in six different product categories took home top honors. They are: North Star BlueScope among sheet producers, EVRAZ Portland among plate makers, Nucor Sedalia in bar/structural, SDI Engineered Bar for SBQ, Nucor Yamato in beams and Searing Industries among tube makers.

The responses varied a little when broken down by con-

sumer type. In the sheet category, Nucor Crawfordsville was tops in customer satisfaction among end-use customers while Nucor Decatur took the top spot from service center respondents.

Within bar/structural, Nucor Sedalia was No. 1 among end users while CMC Tennessee topped the service center field. For beam producers, Nucor Yamato was best among end users and fellow Nucor company Berkeley was tops among service centers.

SDI Engineered Bar was first among end users and Alton Steel was ranked best by service centers. In tube, Atlas Tube got the highest scores from end users and Searing topped the service center list.

The only company to sweep both surveys was EVRAZ Portland among plate producers.

For those companies who haven't reached the top yet on the satisfaction scale, the climb starts with improvement. The survey also records who is moving upward on this segment. Here, Algoma was tops in sheet, CMC Tennessee was first in bar/structural, Nucor Hertford was No. 1 in plate, Gerdau Cartersville led the way in beams, Gerdau Special – Monroe was first in SBQ and Bull Moose Tube was the most improved tube supplier.

For the producers themselves, the final category might be the most important, customer loyalty. There's nothing any supplier likes better than a faithful consumer.

# The Leaders...

## And Customer Comments on What Makes Them Stand Out

### Sheet Producer

#### North Star BlueScope

- North Star BlueScope is a consistent supplier with on-time delivery and short lead times.
- North Star BlueScope has good e-comm – we have noticed that their e-comm is the most efficient and easiest to navigate and use.
- Our major supplier is North Star BlueScope because the quality is good and they are good with on-time delivery. Strengths for NSB are great communication, good quality steel, and on time delivery.
- North Star Delta Ohio is incredible – in my estimation, there is not another mill in the country that responds as quickly and as efficiently to our company as North Star. Strengths from North Star are quality, responsiveness, and commitment – there is not a weak spot in that entire organization.
- Our major supplier is North Star BlueScope – their quality, delivery, and customer service can't be beat.
- Our major supplier is North Star BlueScope based on their location, price and our confidence in the mill. NSBS has great quality, on time delivery, and customer service.
- Our major supplier is North Star BlueScope – they are a great mill with all of the important attributes that builds relationships. NSBS has superior quality with great service and a competitive price – they are good to work with.

### Plate Producer

#### EVRAZ Portland

- EVRAZ Portland has good customer service – their outside rep goes above and beyond. I just wish they had more availability.

- Our major supplier is EVRAZ Portland due to their strong sales reps and good price. EVRAZ Portland has reliable service and prices – they stand out in all areas, mainly pricing and helpful service. EVRAZ Portland goes the farthest for us and our needs.
- EVRAZ Portland is helpful – they are the only domestic plate mill that's willing to be fair on prices at the moment. EVRAZ Portland has excellent service.
- EVRAZ Portland is like working with family. The team at EVRAZ is very knowledgeable and helpful. I do not see a weakness with them.
- EVRAZ Portland's strength is their relationship skills.
- EVRAZ Portland is a great plate mill with excellent people – they are fantastic to work with, goes the extra mile.

### Bar/Structurals Producer

#### Nucor Sedalia

- Nucor Sedalia is our major supplier – we get great communication from their sales team.
- Our major supplier is Nucor Sedalia based on their overall sales and service. Nucor Sedalia is Best in Class.
- Nucor Sedalia is a steady 'go-to' supplier – they are easy to work with, have reliable inventory and pricing.
- Nucor Sedalia can keep up with our needs – they are a great one stop shop. Nucor Sedalia is normally ahead of schedule on delivery, their prices are great, and they have excellent service.
- Nucor Sedalia is accommodating – their strengths are flexibility due to rolling schedule, willingness to help, and timely response to inquiries.

### SBQ Producer

#### SDI Engineered Bar

- SDI is our major supplier based on their quality, timely deliveries and responsiveness.
- SDI delivers on time – this is the most important thing for us, so we lean on them as much as possible for that reason.
- SDI is cost effective and actually gets us product on time. SDI has scheduling that I can work with.
- SDI is always the best to work with for both pricing and customer service, they are the easy first choice.
- Our major supplier is SDI Engineered Bar due to our good relationship – they provided allocation when other mills could not; good quality; and responsiveness if there are issues.

### Beam Producer

#### Nucor Yamato

- Nucor Yamato is our major supplier because we have a great relationship and they do price agreements. Nucor Yamato is a great supplier.
- Nucor Yamato has the best product selection. Nucor Yamato is important to us for the wide size ranges they can supply us that others cannot.
- Nucor has fantastic products and service, it doesn't get any better in the beam market.
- Nucor Yamato is reliable – their strengths are a wide range of product availability and reliable rolling schedules.
- Nucor is a consistent supplier – solid on all technical aspects, best source for complex and critical orders.

### Tube Producer

#### Searing Industries

- Searing has competitive pricing, on-time delivery and a quality inside rep.
- Searing is great in all areas – we have a good thing going with them to receive the best pricing available, which is important to us.
- Searing Industries has great tube products – they can do it all for us for tubing with excellent products and service.
- Searing is another mill that could increase their e-comm options, but otherwise they do great work for us.
- Searing is the most competitive with great products and inventory, their delivery has also been awesome.

### Customer Satisfaction – The Leaders

Top suppliers for the twelve months ending September 30, 2023, among all customers are:

Sheet Producer	North Star BlueScope
Plate Producer	EVRAZ Portland
Bar/Structurals	Nucor Sedalia
SBQ Producer	SDI Engineered Bar
Beams	Nucor Yamato
Tube Producer	Searing Industries

Source: Jacobson & Associates Data is for the 12 months ending Sept. 30, 2023.

Nucor Yamato ended Nucor Berkeley's 11-year run as the top beam producer in customer satisfaction.

In this category, ArcelorMittal Dofasco led the way in sheet, Nucor Florida was tops in bar/structural, Nucor Longview was No. 1 in plate, Gerdau Cartersville was first in beam, Gerdau Special – Fort Smith led the way in SBQ and Searing Industries was again atop the tube producers survey.

Read on for the complete results of this year's survey, as

well as a few candid remarks from steel customers on just what made the best the best. ■

*The Jacobson Survey has been measuring steel customer satisfaction for the past 30 years. John Jacobson may be reached at (847) 735-7250 or via e-mail at [jej@jacobsonsteel.com](mailto:jej@jacobsonsteel.com).*

## Most Improved in Overall Satisfaction by Product Category

### Sheet Producers

1. Algoma
2. Cliffs Indiana Harbor
3. Stelco
4. Nucor Berkeley
5. Nucor Crawfordsville
6. ArcelorMittal Dofasco
7. SDI Heartland
8. Nucor Gallatin
9. Nucor Decatur
10. USS Gary

### Bar/Structurals Producers

1. CMC Tennessee
2. Nucor Kingman
3. CMC South Carolina
4. CMC Arizona

### Plate Producers

5. CMC Florida
6. CMC New Jersey
7. Nucor Sedalia
8. Nucor Connecticut
9. Nucor Utah
10. Gerdau Cambridge

### Plate Producers

1. Nucor Hertford
2. Cliffs Burns Harbor
3. Nucor Tuscaloosa
4. Nucor Longview

### Beam Producers

1. Gerdau Cartersville
2. Gerdau Midlothian
3. Nucor Yamato

### SBQ Producers

1. Gerdau Special – Monroe
2. Gerdau Midlothian SBQ
3. SDI Engineered Bar
4. Nucor Nebraska SBQ
5. Alton Steel

### Tube Producers

1. Bull Moose Tube
2. Welded Tube of Canada
3. Maruichi
4. Nucor Tubular

*Source: Jacobson & Associates Data is for the 12 months ending Sept. 30, 2023.*

## Highest Ranked Mills in Customer Loyalty by Product Category

### Sheet Producers

1. ArcelorMittal Dofasco
2. The Techs
3. North Star BlueScope
4. Cliffs AK Steel
5. SDI Heartland
6. Nucor Decatur
7. SDI Butler
8. Nucor Crawfordsville
9. AM/NS Calvert
10. Nucor Berkeley
11. NLMK PA
12. Nucor Gallatin
13. Stelco
14. Cliffs Cleveland
15. SDI Columbus

### Bar/Structurals Producers

1. Nucor Florida

### Beam Producers

2. CMC Oklahoma
3. Nucor Sedalia
4. Nucor Nebraska
5. Nucor Kingman
6. Nucor Birmingham
7. CMC South Carolina
8. CMC Alabama
9. CMC Tennessee
10. Nucor Utah
11. CMC Florida
12. Gerdau Charlotte
13. CMC Texas
14. CMC Arizona

### Plate Producers

1. Nucor Longview
2. SSAB Plate
3. Evraz Portland
4. Nucor Hertford

### Beam Producers

1. Gerdau Cartersville
2. Nucor Berkeley
3. Nucor Yamato

### SBQ Producers

1. Gerdau Special – Fort Smith
2. Charter Steel SBQ
3. Alton Steel
4. SDI Engineered Bar
5. Nucor Memphis

### Tube Producers

1. Searing Industries
2. Maruichi
3. Hanna Steel
4. Atlas Tube

*Source: Jacobson & Associates Data is for the 12 months ending Sept. 30, 2023.*

## Customer Satisfaction Leaders

### By Product Category, End-Users and Service Centers

#### Top Sheet Producers

##### As Rated by End-Use Customers

1. Nucor Crawfordsville
2. Nucor Decatur
3. The Techs
4. SDI Heartland
5. SDI Butler
6. ArcelorMittal Dofasco
7. Cliffs Burns Harbor
8. SDI Columbus
9. Big River Steel
10. Stelco
11. Algoma
12. AM/NS Calvert

#### Top Plate Producers

##### As Rated by End-Use Customers

1. EVRAZ Portland
2. SSAB Plate
3. Nucor Tuscaloosa

#### Top Bar/Structurals

##### As Rated by End-Use Customers

1. Nucor Sedalia
2. CMC Arizona
3. Nucor Kingman
4. Nucor Jackson
5. Nucor Texas
6. Nucor Florida
7. CMC Oklahoma
8. Nucor Utah
9. CMC Florida
10. CMC Texas
11. CMC Tennessee
12. Nucor Birmingham
13. Nucor Marion

#### Top Beam Mills

##### As Rated by End-Use Customers

1. Nucor Yamato
2. Nucor Berkeley
3. SDI Structurals

#### Top SBQ Producers

##### As Rated by End-Use Customers

1. SDI Engineered Bar
2. Nucor Nebraska SBQ
3. Alton Steel

#### Top Tube Producers

##### As Rated by End-Use Customers

1. Atlas Tube
2. Nucor Tubular
3. Nucor Tubular

#### Top Sheet Producers

##### As Rated by Service Center Customers

1. Nucor Decatur
2. North Star BlueScope
3. SDI Heartland
4. The Techs
5. SDI Columbus
6. SDI Butler
7. Nucor Crawfordsville
8. CSI
9. ArcelorMittal Dofasco
10. Nucor Berkeley
11. NLMK PA
12. SDI Sinton

#### Top Plate Producers

##### As Rated by Service Center Customers

1. EVRAZ Portland
2. Nucor Longview
3. SSAB Plate

#### Top Bar/Structurals

##### As Rated by Service Center Customers

1. CMC Tennessee
2. CMC Arizona
3. CMC South Carolina
4. CMC Texas
5. Nucor Jackson
6. Nucor Birmingham
7. Cascade Steel
8. CMC Florida
9. CMC Alabama
10. Nucor South Carolina
11. Nucor Nebraska
12. CMC New Jersey
13. Nucor Kankakee

#### Top Beam Mills

##### As Rated by Service Center Customers

1. Nucor Berkeley
2. Nucor Yamato
3. SDI Structurals

#### Top SBQ Producers

##### As Rated by Service Center Customers

1. Alton Steel
2. Nucor Memphis
3. SDI Engineered Bar

#### Top Tube Producers

##### As Rated by Service Center Customers

1. Searing Industries
2. Hanna Steel
3. Maruichi

Source: Jacobson & Associates Data is for the 12 months ending Sept. 30, 2023.