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CUSTOM® BUILDING PRODUCTS LAUNCHES CUSTOMCHAT TO BETTER SERVE CUSTOMERS
Live Website Engagement Tool Provides Timely Resolution to Inquiries

HUNTINGTON BEACH, Calif. – Nov. 10, 2017 – [Custom® Building Products](http://www.CustomBuildingProducts.com), the leading provider of flooring preparation products and tile and stone installation systems, recently introduced CUSTOMChat, a live website customer engagement tool that provides thorough, real-time responses to inquiries. Accessible 24-hours a day, seven-days a week on www.CustomBuildingProducts.com, CUSTOMChat connects contractors, architects, installers, designers, specifiers and homeowners with trained Custom® Building Products Technical Services Representatives to answer their specific product and project questions.

“Our goal is to deliver the best possible customer service in the industry and CUSTOMChat is the latest example of that commitment,” said Reeve Haldeman, Corporate Vice President of Marketing and Retail Sales for Custom® Building Products. “Rather than trying to decipher canned responses to general questions, our customers receive professional consultation from experts about their particular situation in a timely manner. As a result, projects stay on time and in budget, while minimizing call backs.”

CUSTOMChat is located at the bottom right hand corner of every page on the CUSTOM® website asking visitors if they have any questions. During business hours, customers with questions simply click on the CUSTOMChat bar and enter their name and e-mail address to activate assistance from a representative. During non-business hours, customers can leave a message on CUSTOMChat with the assurance a representative will respond as soon as the technical staff are back on duty. CUSTOMChat will also intuitively offer assistance to visitors navigating the CUSTOM® website for an extended period of time. Visitors that use CUSTOMChat are encouraged

to share their experience as a training aid for the representatives and to help improve the overall customer service experience.

About Custom® Building Products

Custom Building Products is North America's leader in flooring preparation products and tile and stone installation systems for residential and commercial projects. The company's product brands, including a comprehensive line of surface preparation products like WonderBoard® Lite backerboards and RedGard® waterproofing and crack prevention membrane, thin-set, lightweight and large format tile mortars, professional grouts like Fusion Pro™, Prism®, CEG™ and Polyblend® as well as TileLab® and Aqua Mix® maintenance products and SuperiorBilt® tools are considered among the most popular and most trusted by industry professionals. Complete and qualifying installation systems are backed by CUSTOM's industry leading lifetime system warranty. Custom Building Products continually raises standards for the flooring, tile and stone industry through its commitment to provide performance-driven installation systems and support.

For more information on CUSTOM's quality tile, stone and flooring installation products and comprehensive resources including product and warranty information, installation specifications and technical support, please visit www.custombuildingproducts.com or call (800) 272-8786.

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