

Q&A WITH SARGON YOUNATHAN, FARPOINTE DATA'S CUSTOMER SUPPORT SPECIALIST

The Reader recently sat down with Customer Support Specialist, Sargon Younathan, to learn more about this tenacious problem-solver, avid angler and devoted family man.

Q: What was your first job?

A: Handing out flyers for a local real estate agent. I was 12. At 14, I went to work painting houses and apartment complexes for a family friend. Then at 17, I started work at a print shop, running printing presses and collating machines. Here I developed a life-long passion for machines. And while all these experiences have taught me something, credit goes to my father for teaching me the value of hard work.

Q: How did you get your start with Farpointe?

A: After Milpitas High School (Home of the Trojans!), I worked a variety of manufacturing jobs, which offered me a wealth of experience in material handling, logistics, inventory management and shipping. Along the way, I had the pleasure of working with Isidro Espinosa. This was at Indala Corporation (Today Isidro is Farpointe Data's plant superintendent.). That was my first experience with RFID readers and credentials, and I have to say, I caught the prox bug. Eventually, both Isidro and I moved on to other positions and companies, but we kept in touch.



After several years, Isidro called from Farpointe and asked if I would be able to help on their automated RFID credential line. I jumped at the chance and began working at Farpointe. I started in the night shift, which was outstanding as it allowed me to really dig into the machines, exploring how to get the most out of them. I built experience and responsibility until Farpointe's president, Scott Lindley, following a suggestion from Isidro, offered me a career changing position working with Rudy Regidor on the customer support team.

Q: What is the best part of being a Farpointe Customer Support Specialist?

A: This job has two best parts. The first is the sense of satisfaction I receive from helping a customer resolve an issue, be it a hot order or tech support. When I hear that sense of urgency in a customer's voice turn to one of relief and appreciation, well, that's pretty special.

The second is the fellow I have the privilege of working for, [Rudy Regidor](#). Rudy is Farpointe's Customer Service Manager. He is a consummate professional, and provides an outstanding example assisting and advocating on behalf of Farpointe's customers, providing customer service, technical support and order entry. Personally, it is very rewarding knowing the actions we provide are key to our partners' success.

Q: As a direct link to customers, can you share some of what you hear from the field?

A: One of the things that amazes me the most is how often I hear praise for Farpointe's products—and I'm not just saying that because I work for the company. Working the phone, one might expect to hear only complaints, but I believe our customers in the field—installing dealers—honestly appreciate the quality of our products and service. Even when a call starts out as a complaint, a viable solution is normally quickly uncovered, leading to another satisfied customer.

Here's an example. Some three months ago an integrator called with 1,000 Ranger long-range transmitters. He needed to program these into his access control system, but didn't have the coding. He was irate. Adding to his frustration, the system needed to be fully operational the next day, or he would begin incurring penalties. Immediately we went to work for him. First we ID'd the coding. Second, we helped bring in a tech support rep from the access system manufacturer, who was able to remotely

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configure the system to support the transmitters. In the end, the thankful integrator was able to block-enroll the transmitters, bringing the system on-line in time. I find it rewarding to help all our customers, in particular installing technicians, save time, money and headaches!

Q: What is one of your proudest accomplishments?

A: Those that know me are aware that I'm always on the prowl for ways we can improve our processes. For example, a few months back we took on an exciting new partner where we had to process as many as 100 separate orders per day. Normally, each order would have to be keyed in individually. This effort could take hours to complete, with plenty of opportunity for error. Not satisfied with our original 'as-is' approach, I did some research and devised a process using special software to batch-import purchase orders with a few simple keystrokes. After six months of running with this new process, we examined what it means for us. We estimate now that this process saves us nearly three and a half hours of labor each day, allowing us to easily meet the customer's expectation of same-day shipments!

However, my proudest accomplishment is being a father and a family man. My wife and I have two children, plus my brother-in-law's three children also live with us. With five kids—and me—running about the house, my wife says that it can be a madhouse. Personally, I love it! In addition to instilling in me a strong work ethic, my father also imparted his love of family.



Sargon lands a Vermillion Rock Fish near the Farallon Islands, off the coast of San Francisco

Q: What are you doing when you're not assisting Farpointe customers?

A: Anything outdoors! As a family, we enjoy camping, and I am a big [fishing enthusiast](#). I fish both ocean and freshwater, but my real love is cold water river fishing. I even constructed my own motorized float tube that gets me to the best fishing spots quickly and in style!

Q: I understand you speak Assyrian/Neo Aramaic. How did that come about—from your family background, an interest, work?

A: I was born in Iraq, so it is my native language. When I was young, my family relocated to Kuwait when the Iran-Iraq War broke out. That was in the '80s. My father moved us once more, to live near family in California, which turned out to be a very timely decision. Shortly thereafter, Iraq overran Kuwait. Some would call the timely move luck—my father calls it divine intervention.

Q: One final question...who is a person that you really admire?

A: Without a doubt, my father! He has lived through some very challenging experiences, including having successfully raised four children as a single parent. He's an amazing role model. If I was to sum up my own philosophy, inspired and influenced by my father, it's that I always try to find a way to make things better. From my beginnings in Iraq, then to Kuwait, and finally to the US, my father was always striving to make the lives of his children better. I certainly would not be the person I am today without his continuous love, guidance and support.



Sargon with his father and mentor, Potros Younathan Iesho

