



RENZACCI UK PLC

PRESS RELEASE

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Header :SERVICE SUPPORT – THE ACID TEST

“The ‘acid test’ of an equipment supply company is how well it handles service and after sales care.” That’s the view of Jason Alexander, Managing Director of Renzacci UK plc, one of the most respected distributors of dry cleaning equipment in the country. Jason continues: “Let’s not hide our head in the sand, all equipment breaks down from time to time. Customers will judge suppliers on how well they handle a problem when it does arise.”

Renzacci UK’s recent move into new, larger premises near London’s Heathrow Airport has given the company much more room to house spare parts and an infrastructure that is better capable of handling customers’ service calls much more swiftly.

LIFETIME TELEPHONE SUPPORT

Renzacci UK distributes equipment only from leading manufacturers such as Renzacci, Pony and Hawo, so the chances of a breakdown are much less likely than with other brands anyway. However, when a piece of equipment does go wrong, Renzacci UK recognizes that all customers really want is to be back in action as soon as possible.

In the first instance, the Company offers free lifelong telephone technical support for all products it distributes. This is aimed at solving technical glitches without recourse to an engineer call out. Michael J. Michael – Technical Manager of Renzacci UK plc clarifies: “You would be very surprised just how many ‘faults’ can be diagnosed very quickly over the ‘phone and fixed quite simply by the clients themselves. This is a service we are pleased to offer clients for free, whilst many of our competitors charge national or premium rates for the privilege of talking to an engineer.”

FIRST TIME FIX

When all else fails and a call-out is necessary, Renzacci’s team of engineers will arrive promptly to affect a timely repair at fair prices. In 80% of cases, this will be within half a day of the call being placed. Michael again: “We are fiercely proud of our reputation in the trade for the speed of our response to call-outs. Frankly it’s what our customers deserve, what they have come to expect from us and it forms a key part of our marketing plan”

Engineers are trained to ask the right questions of the client and, in nine cases out of ten, they will be able to diagnose the fault even before they arrive at the call. This means that they can ensure that they have the correct spare



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parts on the van to affect a “first time fix” in a high percentage of cases. With 2,150 different spare parts stocked, only rare or unusual parts will need to be placed on order necessitating a follow-up visit.

Day to day contact with engineers is by means of PDAs. Each engineer has just such a hand-held device and details of calls received, call-out status and the results of a visit are relayed between engineer and head office in this way.

Renzacci UK takes pride in the competence of its engineers. “We feel it is important that all our engineers are highly trained” says Michael. That way we retain full control over our support network. It means we control their training, we handle service dispatch in house so we can directly monitor when they will arrive on site and we stand behind the quality of the job they do. In short, it means delivering the best service we can for our customers”.

“The main thrust of the investment in new premises and the attention we give to the service side of our business is primarily to keep our customers satisfied”, says Jason. “But, in fact, a smooth-running service operation benefits us just as much. Good engineering practices lead to a fault being fixed at the first attempt, which saves us the cost of a second visit.”