

The Benefits of Implementing Generator Monitoring



Improved Equipment Reliability

Reliability in our business is simply defined as...the power goes out and the generator works! The generator is a critical piece of equipment that absolutely **MUST** work when needed. Ask yourself these questions:

- Are you certain that the generators you maintain will work when the power goes out?
- What are the consequences and repercussions to you and your end user customers if they don't?

There is no easier way to win over a loyal customer than to have the generator perform as it is supposed to when the power goes out. Conversely, there is no faster way to lose a customer if the generator fails.

Inspecting a generator quarterly or even monthly increases the reliability and the likelihood of finding and resolving a problem before the next power outage. Monitoring a generator 24/7 exponentially increases that reliability and the chance of addressing a problem BEFORE the power goes out. The service company and the brand are judged by the definition of reliability, did the generator work when it was supposed to?

- Know with confidence that the generator system will work.
- When the generator works, no more calls in the middle of the night from an angry customer.

Provide a Higher Level of Service

Are you offering your customers the highest level of service possible? If not, you had better look out because your competition will. Customers expect (and deserve) excellence and if you are not providing it, someone else will.

Monitoring a generator 24/7 is indeed providing a higher level of service than looking at it quarterly or even monthly. It also provides the service company many benefits as well. You are able to provide fast, proactive (not reactive) responses to equipment problems – You are calling the customer letting them know we are on top of the situation – not the customer calling you stating: “My generator is in alarm and I need someone out here now.”

Retain Happy and Loyal Customers

We all believe that we have satisfied customers, but are your customers truly “loyal” to you? When you provide the highest level of service possible, you are electronically “connected” to them and their equipment performs as it should, customers **WILL BE LOYAL** to you. Your customers will not take a risk with another service provider if you are providing a superior level of service and their emergency power system works?

- Loyal customers stay with you through the life cycle of the equipment allowing you to capture the routine services of batteries, block heaters, load bank testing and other repairs – your most profitable service work
- Loyal customers say YES to recommended services and repairs
- Loyal customers provide testimonials and referrals
- Loyal customers are more willing to forgive mistakes

Communicate with Your Customers

How many customers today ask you to send them an email every week letting them know how their generator is doing? Implementing generator monitoring allows you to communicate with your customers every week.

- Weekly emails from you to your customer every time the generator exercises
- Weekly and/or monthly activity reports automatically sent to your customer

The Benefits of Implementing Generator Monitoring



Stand Out from Your Competition

Why should a customer do business with you? Is it because you are the authorized dealer for the brand? Is it because you have better technicians? Is it because you believe you offer better service?

Even if you believe you are the best in the business, you should always continue to find ways to improve and to maintain your competitive edge. Utilizing leading edge technology in your service organization or incorporating it into your new generator sales offering can certainly differentiate you from your competition. Be better than your competition!

Improve Internal Efficiency & Productivity

Efficiency and productivity are fundamental in a profitable service organization. These are also two of the main aspects of your service business that you can control. Improve these and your profits will grow.

- Better routing and scheduling - Knowing about problems in advance allows you to efficiently route and schedule the trips based on your current schedule – not disrupting your schedule in a responsive nature when the customer calls.
- Improve your effective billing rate - Maximizing the technician's time will improve your overall effective billing rate.

Reduce Unbillable Service Trips

Have you ever dispatched a technician to a site based because the customer said “the generator doesn't work,” only to find there is nothing wrong with it? It is often a contentious situation with the customer if you have to send them an invoice for this. Remotely monitoring the generator greatly reduces and even eliminates most of these types of calls.

Grow the Bottom Line

Service efficiency and productivity are fundamental measurements in a service organization. These are also two of the main aspects of your service business that you can control. Improve these and your profits will grow.

- Better routing and scheduling - By knowing which units have problems in advance, you are able to efficiently route and schedule the repair based on your current schedule – not disrupting your schedule in a responsive nature when the customer calls.
- Improve your effective billing rate - Maximizing the technician's time will improve your overall effective billing rate.

Benefits to Your Customer

What would happen if your customer's generator did not work in a power outage situation? The consequences could be quite severe. The implementation of remote monitoring has many benefits for the end user customer.

- Improved Reliability - Know with confidence the system will work when needed
- Peace of mind knowing that their service company is providing them with the highest level of service possible
- Confidence in their equipment, the brand and their service company
- Instant alert notifications from their service company
- Minimized down time - Fast proactive service response to problems
- Weekly and/or monthly automated activity reports from their service company
- Reduced cost of ownership – Remote monitoring actually helps decrease the overall cost of ownership. Small problems can be fixed before they become big problems, thereby reducing major repair costs. The most significant cost to the owner occurs if the generator does not work during a power outage!