

After the sale is before the sale: SGB Regensburg intensifies customer relationship



Satisfied customers and trouble-free use of our products has always been the key to SGB-SMIT Group's success. At SGB Regensburg, optimum customer care is ensured by the new "After Sales & Services" department for cast resin transformer customers.

The "After Sales & Services" department takes over customer support from the sales team upon transformer acceptance and pursues two key objectives: First, to build SGB's customer relationship through seamless support and post purchase satisfaction. Second, to work with the customer and sales department to meet future needs and make new applications of our products in their facilities. Satisfied customers who are well looked after will certainly think of SGB Regensburg first the next time they make an inquiry ...

The "After Sales & Services" of cast resin department group complements Regensburg's Quality Service Team to support four key areas:

1. Spare parts/accessories:

Ensures a reliable supply of the highest quality OEM parts and accessories, in-stock and soon available at our web store.

2. Maintenance

A single source for both preventative and corrective (post-failure) maintenance inspection, repair and improvement.

3. Diagnoses and measurements

To ensure that SGB Regensburg's customers do not have to rely on guesswork and estimates when evaluating their individual operating and supply situation, SGB Regensburg offers a wide range of electrical and diagnostic testing. Both on-site at the customer's facility and at the Regensburg plant with expert results evaluation.

4. Workshops and technical coaching

The AS&S department of SGB Regensburg offers various workshop formats with individual content for interested customers as well as for (future) service partners.

A successful start

At the beginning of 2021, the AS&S project of the Regensburg Cast Resin Division was launched, it saw immediate success with increasing numbers of incoming requests for after-sales services – such as fleet management, service contracts, replacement transformers, redundancy concepts, added kVA capacity, assessment of operating situations, support during commissioning, etc.

Some service activities are reserved for our own SGB service crews due to the indispensable expertise and necessary special tools. Therefore, a good coordination with the customer is core to the mission of the Cast Resin AS&S team responses.

Long life expectancy of the cast resin transformer, sustainability, voltage linearity, reliability, energy efficiency and support by experts are what the customers of SGB Regensburg need and these are precisely the added values the "After Sales & Services" department supports. AS&S not only means a strengthening of image and reputation, but also opens up additional business potential.

As a visible sign of the after-sales support provided by SGB Regensburg, every cast resin transformer delivered is given a QR code that takes the customer directly to the AS&S homepage. There they will find company contacts, supplementary product enhancement opportunities and a link to the web store for spare parts and accessories.

The After Sales & Service department can be reached
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