

Service training visit to Sun Infonet, New Delhi, June 24th—25th 2011

Adrian and I visited Sun Infonet to give service training on a selected range of products and to give information confirming the ability of our products to operate in the wide ranging Indian climate.

Schedule

Wed 22nd

Car from factory, mid day.
Hotel Heathrow, evening.

Thu 23rd

Check in 08:15
Depart 10:15
Arrive 23:00 (*local*)

Fri 24th

Sun Infonet office.

Sat 25th

Sun Infonet office.
Check in 23:015

Sun 26th

Depart Delhi 02:15
Arrive London 06:45 (*local*)

Sun Infonet

The office is in Naraina, a half hour, eleven mile drive north of the airport, in west New Delhi. The area looks very poor and run down but is average for the city although contrasting strongly with local pockets of affluence.



Occupying the ground floor, Sun Infonet have ample reception, office and storage space.



We were asked to inspect their workshop facilities and suggest improvements but found the shop to be large, well lit and well equipped.



Adrian with KC Pant, Sun Infonet's senior engineer. KC has a background in analogue and digital industrial control systems as well as audio.



KC is our primary technical contact at Sun Infonet.



Sun Infonet's new Application Manager, Vijay (far right) with KC and dealers and engineers from west, east and south India.

Note the air-conditioning. It was struggling a bit with 47C°.

Agenda

When arranging training, I start by asking the customer for a shopping list, to which I add items as suggested by our support team, who have the best grasp of the abilities of our distributors' strengths and weaknesses.

Service

ZED, PA, SMPSU, GL, iLive.

The format we use, based on a PDF slide show for each product, is for me and Adrian to alternate, detailing the product's architecture, construction, service access, tips and common procedures, concluding with Q&A.

Presentations

1. *How our products are designed and tested to operate in hot, humid, dusty environments.*

Based on a report supplied by Ken Raven, followed by a QA session and discussion. Neeraj will be able to use the visit as part of his sales strategy because, to be able to show a close relationship with a manufacturer and to have had in-house factory training, is highly valued by customers in the Indian market.

2. *Quality procedures, methods and procedures.*

Slide show illustrating our quality assurance procedures from PCB population through to dispatch.

3. *Customer services.*

Slide show illustrating all of the ways that we can be contacted for support and spares, covering website, distributor log in, support suite tickets and online knowledgebase.

General

After discussion with Neeraj, we modified the agenda to include some iDR-4, iDR-8 and iLive product training to bring Vijay and the dealers up to speed on the latest features.

It is not possible for Sun Infonet to sell significant numbers of our DJ products because Indian customers prefer setups where decks, mixer and amplifier are of the same brand. This is the reason that Pioneer are their best seller.

Conclusion

Sun Infonet display great brand loyalty. Their philosophy is to sell one brand in each product sector to maintain sharp focus. Their dealers, engineers and in-house staff are committed to providing the highest quality of service and work hard to achieve a detailed understanding of the wide range of products they sell and support.