

# First Electric Motor Service Success Story

## *Keeping Current with Customers*



### Challenge

- Poor phone equipment and connection that kept going down
- Customers not able to get through for critical service
- Trust was compromised; revenue and customers were lost

### Solution

- Fiber connectivity with DIA and Hosted Voice
- Seamless integration between desktop and cell phones
- Responsive customer service and technical support

### Results

- Phone and Internet downtime remains virtually zero
- Remote access for workforce now enabled and facilitated
- Helped spur business expansion and significant increase in revenue

## The Challenge: Reconnecting and Restoring Access and Trust

### Dependable Connectivity Is Indispensable

What do hospitals, schools, government buildings, and even ships and ferries all have in common? Equipment that relies on countless motors, fans, pumps, and gear boxes that keep crucial services operating. If these electrical units go bad or lose current — even the small ones — the ripple effect can be devastating, and, in some cases, even life-threatening. As New England's leading electric motor repair, rebuild, and replacement center since 1988, First Electric Motor Service, Inc., is relied upon by a wide variety of essential businesses as well as marine operations to keep critical systems reliably up and running around the clock.

What types of systems do First Electric products and services typically keep running? Air conditioning, heating, water pumping, sewage pumping — all must-have/must-run equipment. "We are a 24-hour,

7-day-a-week, 365-day-a-year on-call staff," says Jim Steenbruggen, president of First Electric. "So, when a hospital calls me at two in the morning with a surgical ward down, they need a crew right then and there. Our phone system is super critical."

Previously, Jim had utilized a VoIP platform from a Tier 1 national carrier, whose service proved consistently unreliable. "That was the biggest mistake we ever made," he recalls. "We lost more phone calls than anything. People couldn't get through. It was horrendous." To make matters worse, the carrier's customer service procedures, unfortunately, had been as absent as their signal and connection. First Electric's first priority became replacing the phone system and the telco. "Listen, the type of customers we serve don't wait. They can't wait. They call the next company down the list."

## The Solution: Connecting with a New and Reliable Partner

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Steenbruggen emphasizes that in his business, “Service and reliability are everything. So is word of mouth.” And after choosing Astound as their new communications partner, he and his team were soon thrilled when they saw how the fiber-optic-based Hosted Voice platform and Polycom phones were implemented. “This works 95 times better than what we had. We now connect through our desk phones or cell phones whenever we’re needed, and the customer doesn’t know the difference. They only know they were able to reach us just when they needed us most. And with our high-speed Dedicated Internet Access connection, our field technicians can

now upload parts photos to us directly from their tablets.”

For municipality customers, this means keeping essential services, like water treatment systems, dependably pumping, to avoid health hazards. And in the New England marine industry, it’s a question of critical economics. “A ship tied at the dock for repairs at Mass Port,” shares Steenbruggen, “is charged \$10,000—not per day, but per hour. If they can’t move because they can’t reach us, it’s costing them tons of money.”

*“Our downtime remains next to nothing. In fact, in all these years, we were down maybe once, and for less than 24 hours. All for a problem that wasn’t even Astound’s”*

Yes, beware those New England squirrels.

## The Result: “From phone calls to emails to our VPN, we’re always connected.”

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For Steenbruggen and the team at First Electric, the solution goes further than the technology itself: “Astound is just excellent at what they do.” An example? Steenbruggen retells how he had one day received a call at home from Astound, asking why his server was down. Turns out, it had been a power failure. The culprit, of all things: a squirrel had chewed through the line. But Astound’s technical

team had known about the outage even before First Electric did and had already deployed a service team.

This level of responsiveness and reliability is the reason Steenbruggen says they’ve remained with Astound for more than twenty years (and counting).

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**For information about how Astound Business Solutions can help your enterprise drive greater success, [contact your local representative.](#)**