

## Case Study – Motor repair shop helps their customers solve problems and creates a new revenue stream



Hamilton Electric Works is a motor and pump distributor as well as repair shop based in Austin, Texas. A family-owned business since 1946, Dale and Gary Hamilton pride themselves on providing their customers with high quality products and top-notch service and have established a long list of loyal customers as a result.

Dale Hamilton, co-owner and salesman for the company, takes personal responsibility in making sure his customers are well taken care of. And although repairing damaged motors is part of his life-blood, he knew that 80-90% of his customers' equipment had inadequate electrical protection with only a basic thermal overload relay. Dale states "The majority of the motors we see that come in for repair are due to mechanical issues but a good portion are due to voltage problems. They see their motors run hot all year round and if it's not overloaded, then voltage problems are causing them to run hot and eventually fail." He knew he could help his customers by providing them a cost-effective solution that could help extend the life of their equipment and ensure the processes dependent upon these motors remained operational.



Hamilton Electric Works offers SymCom MotorSaver® products to its customers

Dale looked around and discovered the MotorSaver® products by SymCom. He began stocking and offering these products to his customers and quickly found a lot of interest in them. By installing these monitors on the primary side of their motors and pumps, their equipment became protected from common electrical problems such as over and undercurrent, over and undervoltage, loss of a phase, voltage unbalance and more. These products also help users identify electrical issues in their system, allowing them to troubleshoot problems and avoid shutdown of critical operations. Equipment failures and downtime began reducing. Hamilton Electric Works saw that they were establishing trust and loyalty with their customers by keeping their customers' best interests first.

Another benefit to Hamilton Electric Works was the creation of a new revenue stream. Dale has seen his sales of MotorSaver® products steadily increase over the years and today more than ever, every dollar of profit is critical to their business. Dale says, "It's about customer service, where they trust you and call you first for other products they need. We try to save our customers money long-term. While I'm sure we've lost some motor repair business due to the MotorSavers, with the sales we see in this product and the repeat customers we get as a result of our customer service, our overall sales continue to grow every year."

**Motorsaver  
PumpSaver**

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The products that Dale stocks and recommends to his customers are SymCom MotorSaver® Models 460, 455, 777, and a couple of others. The Model 777 is suggested for critical applications and on expensive motors and pumps. It provides both current and voltage protection, with optional communications in monitoring systems. The Model 460 and Model 455 offer voltage/phase protection, with the 455 additionally monitoring the load side of the motor contactor for potential contact failures. The hand-held Informer-MS diagnostic tool is also offered to Model 455 users to help them retrieve fault history and additional data from that unit. Offering these products as options to his customers buying new motors or bringing in motors for repair is a win-win scenario for both Hamilton Electric Works and their customers.



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SymCom and Hamilton Electric Works have worked together for over a decade to provide cost-effective solutions for their customers. They will continue to do so for decades to come.

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SymCom is a manufacturer of the highest quality motor and pump protection and control equipment in the industry since 1974. They offer a wide variety of products such as advanced current and voltage protection for motors and pumps, communications of motor data to monitoring systems, voltage monitors, pump controllers and much more. Based in Rapid City, South Dakota, SymCom has distributors and salespeople throughout the world ready to help you with your applications. Find your local support personnel and product information on the web at [www.symcom.com](http://www.symcom.com).

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