

A STATEMENT LIKE THIS SHOULD NOT BE ALLOWED TO GO UNNOTICED OR UNCHALLENGED. SO THAT YOU CAN JUDGE WHETHER OR NOT THE BEST HANDPIECE REPAIR SERVICE IS INDEED, RIGHT HERE IN AUSTRALIA, WE ASKED HANDPIECE HOTLINE CHAIRMAN AND CEO, JULIAN HODGES, TO JUSTIFY HIS CLAIM.

THE ANSWERS FROM THIS 30-YEAR VETERAN OF THE DENTAL INDUSTRY AND WORLD THERMOFORMING EXPERT WILL SURPRISE!

Australian company claims to be 'The world's best handpiece repair service' ... read on



Julian Hodges

It's a big statement. How can a handpiece repair company on the northern beaches of Sydney claim to be the world's best? Isn't it going beyond itself?

I asked the same questions myself. When I looked at the range of handpieces that Handpiece Hotline is approved, certified and trained to repair: KaVo, NSK, Sirona, W&H and others, and if I combined that with the range and quality of the services Handpiece Hotline provides, I could find no other repair company anywhere in the world that compared. It was unexpected.

I made the decision to use the term 'world's best' and claim the title because of the benefits for clients and my staff. It would change our vision and to remain the best we would have to continuously try harder, to provide a quality of service that is unmatched by others and this must benefit our clients.

Repairing handpieces is more than just an emergency service.

Yes, repairing handpieces is more than just an emergency service. It is more than just about repairing handpieces. It is about relationships, handpiece management and about asking better questions of ourselves so that we have better solutions for our clients.

Handpieces are critical to dentistry. Without them, much of dentistry as we know it, and the income from dentistry, would come to an abrupt, speedy and painful halt. Our prime intention therefore must be to respond to our clients needs and put the elements in place that build understanding, trust and confidence. For this reason we asked the hard questions first.

What do we have to do to create an outstanding, proven, technically superior repair service that our clients trust?

The answer is simple. Putting it together is more difficult.



We know that clients want to be able to send all their handpieces to a single location. They want a 'One Stop Repair Shop' but, they have conditions. Clients do not want any repair shop but one that lives by the same standards that they apply to themselves and their practices. That is:

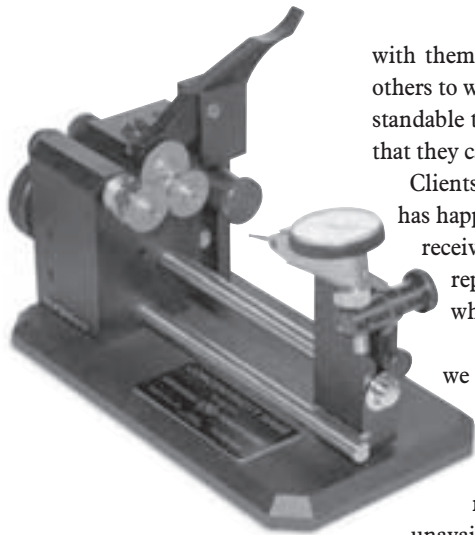
- ❖ To be trained, tested and independently certified to do the job
- ❖ To have the tools and instruments that are specifically designed for the purpose so that the breakdown, diagnosis and repair can be done properly
- ❖ To have immediate access to genuine materials and components

The only way it is possible to achieve this in the handpiece repair business is to be invited and trained by the handpiece manufacturers. It is an accreditation they closely guard. They want their handpieces to work at peak efficiency giving their clients continuously outstanding performance. Their existence depends upon it and they know damage to their reputation is quick and severe with substandard repair techniques.

How do you communicate with clients so that they understand the repair process?

The best way to communicate with clients is to work





with them in the same manner that we would like others to work with us. We need to explain in understandable terms, we need to care and to be honest so that they can make an informed decision.

Clients need to know what is happening, what has happened and they need to know why. Clients receive a full page Service Report with every repair and they are continuously updated when waiting for parts from overseas.

At the ADA Melbourne Congress in May we will introduce Hawkeye Handpiece Management System™. We have been working on Hawkeye for a year. I and the clients that I have described it to are sure it will reduce administration, provide previously unavailable levels of management data boost our ability to communicate with clients to an even higher level.

How can we provide exceptional service and have choices that meet or exceed any repair company in the world?

Exceptional service means going beyond what others consider reasonable or possible. It means unrelenting improvement and continuously adding value.

For instance, our database analysis showed that due to incorrect maintenance procedures, 34.6% of handpieces breakdown prematurely. Consequently we send all clients free 12 Point Maintenance Check Lists for their staff to complete. We check the response, correct mistakes, conduct minimum fuss training sessions by telephone and breakdowns reduce. Everyone is happy.

We know that pressure settings on dental units are frequently wrong and the gauges may be inaccurate. This causes handpiece and sometimes dental unit breakdowns. Handpiece Hotline's solution to the problem is to supply free Line Pressure Test Kits complete with instructions. We discuss the results with clients, providing answers to breakdowns that

previously could not be understood and save clients thousands of dollars.

Handpieces need to be transported safely and quickly. That is why packaging materials are supplied and we pay for Express Post satchels to send handpieces from anywhere in Australia. There is a free courier service throughout metro Sydney.

How can you minimize clients' risk?

Everything we do primarily is to reduce clients' risk. This is the reason for the training, using genuine parts, using the correct tools and for certification. It is when things go wrong that the rubber hits the road. It is then that a company shines or fades. For us it is a time to prove that we care, we are professional and we honour our commitment to outstanding service.

Handpiece Hotline introduced the *first unconditional no document* repair warranties and automatic warranty checking and with Hawkeye we will achieve another level in eliminating risk.

For new clients, if for any reason the first repair and/or the service are not to the standard that was expected from us, I immediately and without question refund \$50.00 from their invoice.

Do you deliver?

I think we do. The four best handpiece companies on the planet critically review us to make sure that we match their technical and service criteria. They do not certify or approve easily and you need a long, proven track record which is probably why Handpiece Hotline is the only independent repair centre for W&H and Sirona in Australia and no other has been invited to and tested at NSK in Japan. ♦

handpiece*hotline*[™]
 THE WORLD'S BEST HANDPIECE REPAIR SERVICE