

MICROWAVES FOCUS CATERING INSIGHT – MARCH 2019



Please attribute any quotes from this information to Ray Hall, Managing Director, R H Hall

How can dealers assist end users with the decision to repair or replace a microwave?

Training and knowledge is key to ensure a dealer has the expertise to advise a customer on the most cost effective way to get their microwave back up and running. Our vast experience with the microwave industry and a highly knowledgeable team means that we can offer maintenance training for Approved Service Providers. Working with engineers means that we are able to create better technical knowledge of the Sharp range throughout the industry and offer better support to all users, reducing costly down-time by efficient and reliable after sales service.

Are microwaves becoming less of a throwaway appliance? Why/why not?

There are 2 different approaches to microwaves and machines are available on the market to meet both requirements. There are many entry level machines available, at low price points, which meet simple reheating requirements and are often cheaper to replace than repair. However, it is always best to get the best possible product to ensure as much longevity as possible – so always consider the warranty and reputation of the product being purchased, rather than just the cheapest option available. For higher output/wattage machines, many users, particularly multi sited chains are looking at the life cost of foodservice equipment in general. These machines are often a higher investment and the warranty offered should back this up. Look for a reputable and proven brand like Sharp or Maestrowave to provide exceptional value for money when spread over the expected product lifetime.

Are professional microwave warranties getting longer or shorter, and why?

Again, this depends on the type of machine being purchased. There are still a number of machines offering a standard 1 year warranty – however, look for enhancements such as extended cover on the magnetron – which is the heart of any commercial microwave! Heavy duty models should have at least a 3 year warranty as standard, which can often be extended to 5 years on core components when utilising items such as the Microsave Cavity Protection System.

How do you assist dealers with microwave warranty calls?

Our dedicated Trade Customer Service Team are fully trained and have hands on experience using all of our microwaves. They can advise our dealers over the telephone whether a service call is necessary, prior to a call out being progressed. This can save valuable time for the end user and the dealer. Should a service call be required, our team will progress and monitor through to completion, liaising with the dealer at all times to ensure they have the latest information for their customer.

FOR PRESS INFORMATION CONTACT:

Emma Smith

emma.smith@rhhall.com

01296 663400

R H Hall, Hallco House, Beacon Court, Pitstone Green Business Park, Pitstone, Beds, LU7 9GY

T: 01296 663400

F: 01296 663401

E: sales@rhhall.com

W: www.rhhall.com