

Parts warranty

One thing that causes confusion with customers and, in some instances, customer dissatisfaction is the difference between the genuine Hobart parts warranty and most, if not all, other manufacturer's parts warranties.

If we install an OEM Hobart replacement part and it turns out to be defective, Hobart will pay us to replace the part. This means they pay us travel, labor and provide a replacement part at no charge; therefore, it costs the end user nothing.

Other companies will provide a replacement part to us, for the customer, at no charge. However, they do not reimburse us for the return travel and installation labor to replace the defective part.

Many customers believe we should perform this work at no charge. I, and many of my Hobart peers and Hobart itself, disagree.

The basis for this decision is pretty straight forward. Hobart is a premium brand for many reasons. One of the reasons is they offer this parts warranty to their customers. We aren't going to carry over this premium coverage to non-premium brands we do service on.

The actuality of the matter is that while we appreciate the additional revenue generated from working on other brands of equipment, we traditionally do this as a value added service for our Hobart customers. We rarely, if ever, do non-Hobart service for a customer that doesn't have a piece of Hobart in their business or operation.

We also sell Hobart and its sister brands of equipment to our food retail customers. The total Hobart service experience is something that allows us to successfully sell our brands of equipment. The Hobart parts warranty is an integral part of the Hobart service experience.

So I guess, that while we want to give everyone the best service experience possible, we can't "give it away". Buy Hobart and its sister brands and you get it.