

# OFFERING CUSTOMERS THE WHOLE PACKAGE



## About Battery Electric

Battery Electric are Canada's foremost battery experts. They offer battery sales and services including installation, removal, packaging, transportation, performance testing and disposal.

## Challenge

Battery Electric had customers requiring a battery monitoring system. The driver was compliance with their own insurance and inspection agencies. The battery monitoring solutions sold previously had ongoing firmware and software problems.

## Solution

When they were put in touch with PowerShield, they were impressed by the quality of the battery monitoring systems as well as how easy it was to work with, not only for them but for their customers.

## Results

Becoming a PowerShield reseller has helped to set Battery Electric apart from the competition.

When Canadian power protection company Battery Electric wanted to start providing customers with a complete solution, it was battery monitoring that they most wanted.

Battery Electric are Canada's foremost battery experts, offering a full range of Inverters, Chargers, and Converters for Battery Power systems for supplemental and backup use. They offer battery sales and services including installation, removal, packaging, transportation, performance testing and disposal. "Mostly the customers we deal with are utility backups with 120V batteries," says General Manager Bryson Brown.

## THE CHALLENGE

### KEEPING UP WITH CUSTOMER DEMANDS

Within this growing industry, Battery Electric's customers were increasingly requiring battery monitoring systems (BMS) as part of their sales and service solutions. "What happened was more and more of them were asking for a BMS," Bryson explains. "We're always looking for ways to improve our customer service, and this was one of the things they wanted. Offering them a BMS means we can give them the whole package."

***"PowerShield is easy to work with, and the BMS is really an excellent product. It's easy for technicians of any ability to install and operate. And easy for the end user as well."***





## THE SOLUTION

### BECOMING A RESELLER A LOGICAL NEXT STEP

When Battery Electric realized that their service and supply operation would need to include a battery monitoring system, it was a logical progression from what they were already doing. “For many of our customers, we do the impedance and load testing anyway,” says Bryson. “A full battery monitoring solution was the logical next step.”

Battery Electric began investigating options, and went through testing with a couple of them. “We’d get a brand new unit and the firmware would be 3 years old!” Bryson recalls. “And then they’d have to send us 3 different firmware versions just to get that box running, and 2 software versions. And in another case, we actually had to go back to an older version of firmware to get the thing to work properly!”

It was then that Battery Electric were put in touch with PowerShield. “Apart from anything else, when considering the whole package – which was our objective – PowerShield were a much better option than the others,” Bryson explains. “We like to sell our customers a battery bank, and come back to us 20 years later for a new one, rather than coming back every year with problems.”

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## RESULT

### SET APART FROM THE COMPETITION

Although Battery Electric have only recently started selling PowerShield battery monitoring systems, Bryson says that it's already starting to help them differentiate themselves from other battery suppliers. "Not all other service providers offer the whole solution," he explains. "Being able to provide the whole package is starting to set us apart from the competition. What we're doing is giving them the tools that help them with compliance, making sure they're meeting regulations from their insurance and inspection agencies."

Bryson goes on to explain that the customers enjoy the benefits of having alarms, and being able to monitor their batteries in real-time. "Although it's still a bit too early to tell, becoming a PowerShield reseller has enhanced what we can offer to our customers," he explains.

### LOOKING AHEAD

Battery Electric's success so far with the PowerShield battery monitoring system has given them the confidence to recommend it to current and potential customers. "We'd much rather sell a higher quality product that a) we like to install and that we don't have any problems installing, and b) that's a great application for the end user," says Bryson. "PowerShield is easy to work with, and the BMS is really an excellent product. It's simple for technicians of any ability to install and operate. And easy for the end user as well. And the support from PowerShield has been excellent, especially compared to what we were using before."

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## ABOUT POWERSHIELD

PowerShield specialises in the design, manufacture, installation and operation of advanced battery monitoring systems for organisations with critical services that rely on continuous power. PowerShield has battery monitoring solutions installed for customers in over 50 countries worldwide.