

## **Large Booyco Aftermarket Team Right Where Customers Need Them**

### **Blurb for online platforms**

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#### **LARGE BOOYCO AFTERMARKET TEAM RIGHT WHERE CUSTOMERS NEED THEM**

With a large aftermarket team of technically skilled and competent field staff, Booyco Electronics is walking the talk when it comes to assisting customers optimise uptime and productivity.

A leader in proximity detection systems, Booyco Electronics strategically employs its fully trained technicians at locations that ensure consistent levels of support as well as a rapid response in the case of unplanned downtime at mining operations.

Graeme Jardine, general manager field service at the company says that its six well-resourced branches allow support teams to reach customers quickly with the right components. There are branches at Jet Park, Kuruman, Richards Bay, Rustenburg, Welkom and Witbank.

“A key element of our operating philosophy is to be as close as possible to our customers,” Jardine says. “Each branch is appropriately resourced with skills, equipment and spare parts to suit the customer base in its jurisdiction.”

Jardine says that the preference when servicing mines with larger fleet is to establish a permanent on-site presence governed by a fixed-term service level agreement (SLA). By having qualified Booyco Electronics technicians on site allows for close and constant monitoring of equipment, ensuring the best performance with minimal downtime.

“Our internal training department plays a vital role in keeping each technician at the top of their game,” he says. “They train and assess technicians in the field regularly, testing their knowledge on the latest upgrades and new technology.”

In this way, expertise is kept current while continuously building experience within a structure of accountability and development. Each customer has a dedicated Booyco Electronics account manager who, in turn, maintains regular contact with the company area manager.

“SLAs include detailed monthly reports which monitor efficiencies,” he says, “giving the customer the data they need to maintain smooth operations and improve performance wherever possible.”

All services, repairs and other incidents are meticulously recorded by Booyco Electronics’ technicians. This aligns with the culture of safety in all operations and ensures ongoing compliance with mining regulations.

“Our training and quality management is so effective that we are able to develop our managers from the ranks of our best technicians. The teams in our support structure have an in-depth hands-on understanding of best practice and this assures customers of high service levels,” Jardine concludes.

### **Captions**

BOOYCO PIC 01 : Field service technicians are equipped with all the necessary tools to assist customers.

BOOYCO PIC 02 : Internal training plays a vital role in keeping Booyco personnel at the top of their game.

BOOYCO PIC 03 : Booyco Electronics employs a large aftermarket team of technically skilled and competent field staff.

BOOYCO PIC 04 : Booyco Electronics' well-resourced branches allow support teams to reach customers quickly with the right components.

BOOYCO PIC 05 : Graeme Jardine, general manager field service at Booyco Electronics.

### **Hashtags**

#mybooyco

#proximitydetection

#pds

#aftermarketsupport

#customerservice

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