

# SERVICE PULSE

Appliance Division, Godrej & Boyce Mfg. Co. Ltd., Mumbai



## FOREWORD

Dear Reader,

In difficult economic times like existing, people feel a greater need for direction and safety. A strong brand like ours; Godrej Smartcare helps to create confidence and give people the point of reference they look for.

Technical competency and a commitment for high-quality service are core characteristics of Godrej Smartcare service brand. Over a period of time, most of the things including the expectations of customer service have changed in last few years.

In such a scenario, the technical personnel i.e. techs and supervisory persons need to be retained who exert for improving their knowledge levels to create a good impact of Godrej Smartcare service and enhance their personal life.

With best wishes,

S. A. Juvekar

## GVTS IN INDORE

Since qualified technicians are not available for servicing of appliances, at the request of Maa Uma Electronic Training Institute, the first collaborative Godrej Vocational Training School (GVTS) was inaugurated by Mr. Ravi Bhat (National Service Head) at Indore in Madhya Pradesh on 14th January 2009. The students of first batch of 16 students have successfully completed the education (3-months full time 9.00 a.m. till 5.00 p.m.) and select of them are employed by our ASPs from MP.

Bhopal branch service feels that the ASPs from Madhya Pradesh can take advantage of this school for improving the service through qualified technicians. Maa Uma Electronic Training Institute wishes to start more such schools in near future



# IMPROVING TECHNICAL SKILLS

When recruiting new technicians, one of the aims is to train them for their appropriate role. Technical training in the beginning itself is very important to maintain the level of knowledge of the recruited personnel. The training program covers a wide range of domains from installation, through practice sessions to final fault diagnosis, fixing the problems and customer care.

The training courses are organized by experienced trainers who have worked in the field/subject and are paying attention on providing best technical knowledge to the attendees. We at Godrej take care to ensure participants' understanding as well as to solve their own difficulties or issues. The short courses are run to enhance effectiveness and improve knowledge transfer, while maximizing the use of time.

Technical skills are a handy thing. Rock-hard technical skills are becoming more and more important and the current trend will become more discriminating. Also it may be noted that it is important to develop technical skills as an integral part of our personal development efforts, especially in service and over a long period. These complexities scare many people away from developing their technical skills, and hence consider some of the advantages the strong technical skills can offer for going beyond the basics.

- Enjoy well paid job while saving time
- Earn & save more money
- Avoid problems and disappointing treatment from others
- Reduce frustration due to failures
- Enrich knowledge; feel confident and comfortable with technology
- Satisfy customers, family members, employer etc.
- Access information independently and efficiently

Strong technical skills can give above benefits if someone starts following to improve technical skills, regardless of the current skill level:

- Reading technical books, articles in newspapers, user and service manuals
- Subscribing to technical journals/periodicals/Service Pulse
- Spending time with technical people/experts/trainers to learn from their knowledge
- Attending training courses, seminars, lectures/meets
- Preparing lessons, notes for reference

Hence begin action.....

## SERVICE QUOTES

- Service Excellence is not a skill, it is an attitude
- Excellence is in the details, give attention to the details and excellence will come
- If the shopper feels like it was poor service, then it was poor service; we are in the customer perception business
- The quality of our work depends on the quality of our people
- The best way to find yourself is to lose yourself in the service of others
- Try not to become a man of success but rather try to become a man of value
- Excellence can be obtained if you:
  - Care more than others think is wise
  - Risk more than others think is safe
  - Dream more than others think is practical
  - Expect more than others think is possible

## WHY ARE MAGNETIC CONTACTORS FITTED TO SELECT AIR-CONDITIONERS?

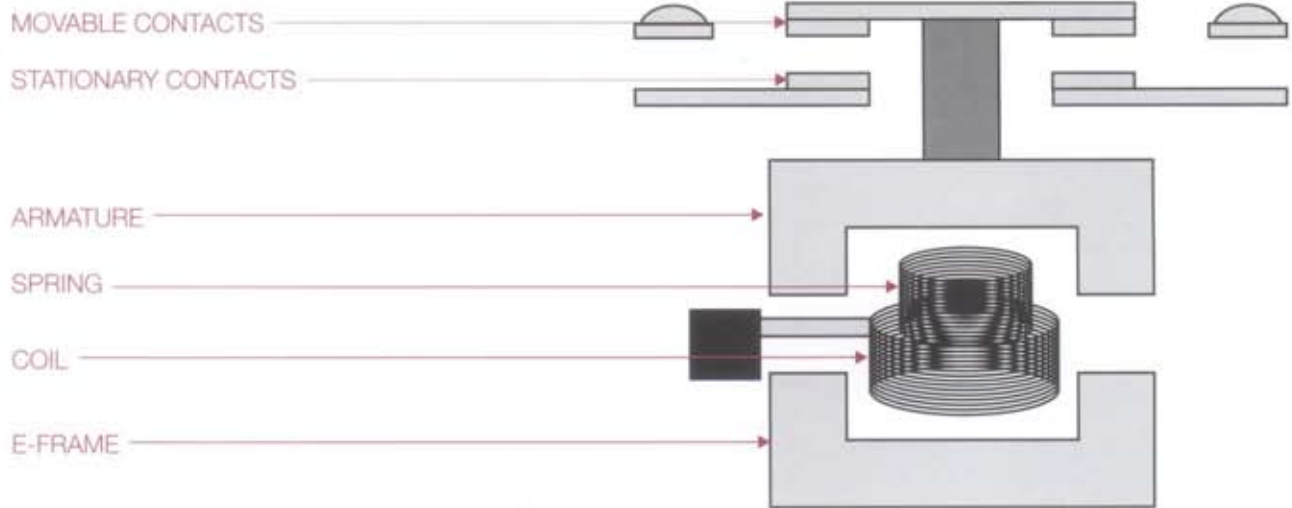
A contactor is an electro-magnetic switching mechanism used for switching a power or control circuit from remote place without the need for putting a person in a potentially dangerous location. So do not let the word "magnetic contactor" scare you and start thinking it is some space age electrical device. A contactor is activated by a control input which is a lower voltage/current than it is controlling. Contactors come in many forms with varying capacities and features. Contactors are fitted to electrical appliance that is frequently turned off and on like as air-conditioners, heaters and motors etc. as its main task is to make and break all power supply lines running to a load.

Contactors used for starting electrical motors/compressors are commonly fitted with overload protection to prevent damage to their loads. When an overload is detected the contactor is tripped, removing power downstream from the contactor.

When current passes through the electromagnet, a magnetic field is produced which attracts ferrous/iron objects, in this case the moving core of the contactor is attracted to the stationary core. Since there is an air gap initially, the electromagnet coil draws more current initially until the cores meet and reduce the gap, increasing the inductive impedance of the circuit.

The moving contact is forced by the moving core; the force developed by the electromagnet holds the moving and fixed contacts together. When the contactor coil is de-energized, the spring returns the electromagnet core to its original position and opens the contacts.

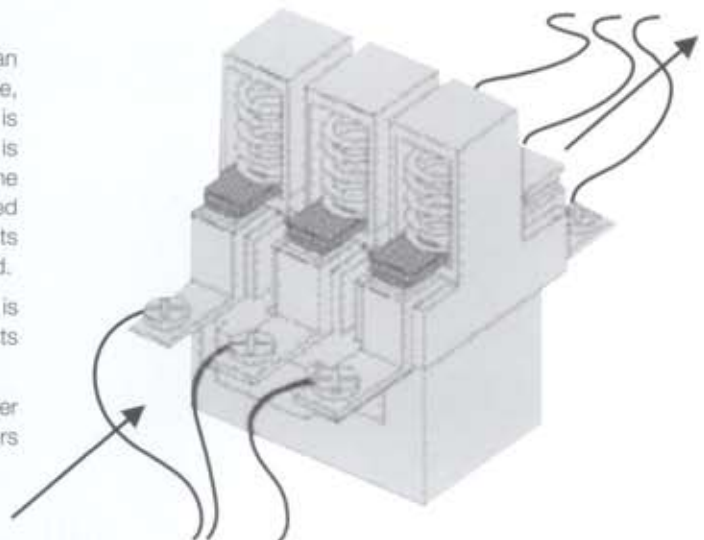
To illustrate more, a contactor contains following components: an electromagnet (E-frame), an armature, a coil, a spring, and two sets of contacts, one movable set and one stationary set.



The E-Frame, when energized by the coil, becomes an electromagnet. The armature, a partner to the E-frame, is connected to a set of contacts. The armature is moveable but is held by a spring. When the coil is energized, the moveable contacts are pulled toward the stationary contacts because the armature is pulled toward the E-frame. Once the two sets of contacts meet, power can flow through the contactor to the load.

When the coil is de-energized, the magnetic field is broken, and the spring forces the two sets of contacts apart.

Therefore to safe guard the expensive air-conditioner and its parts/controls i.e. PCB, the magnetic contactors are fitted.



# GODREJ WATER PURIFIERS

Today, 8 out of 10 diseases are caused due to drinking unsafe water. Adhering to our mission of "enriching quality of life everyday everywhere" here comes the Godrej Water Purifiers. Godrej Water Purifiers have been carefully and thoughtfully designed to meet your needs and safeguard your health from harmful viruses and bacteria that cause diseases like Jaundice, Typhoid, Dysentery and Cholera. You will get from it the dependable service that you need for taking care of your family's requirements for pure and healthy water.

Types of purification methods/ technology. Basically there are 4 methods of water purification

## 1. Ultraviolet Purification (UV technology)

In this method, pre-filtered water is exposed to UV rays of 254 nanometers for at least 1.37 seconds. These rays, deactivates the DNA of the microbial present in water and does not allow them to multiply, thus purifying the water. UV does not change any TDS content in the water, hence can be used where municipal water is supplied/ TDS is within controllable limits (less than 500 ppm).

## 2. Reverse Osmosis (RO technology)

Water is forced from high concentrate contaminant to less

concentrate contaminant solution through a semi permeable membrane (TFC - Thin Film Composite). In order for reverse osmosis to occur, the amount of force or pressure applied must exceed the osmotic pressure. RO purifiers are used where the TDS level is very high (above 500 ppm).

## 3. Resin based/ Chemical (No power technology)

Water is passed through a sedimentation cartridge having pore size of 8 to 10 microns. It basically removes the non dissolved sediments in the water. Majority of the disease causing microbial are smaller than 5 microns. In some of the cases, a chemical like chlorine is added for disinfection.

## 4. Conventional (Boiling)

Water is boiled for at least 20 minutes, which kills the bacteria present in water. It is believed that boiling also destroys the minerals in water that are essential for human body. Boiling is the cheapest method of water purification, and recommended by doctors only when no other means is feasible.



ULTRAVIOLET  
PURIFIER

The "Godrej UV Water Purifier" has a unique Stainless Steel UV chamber which deactivates the DNA of the microbial and does not allow them to multiply. Internationally, Stainless Steel is the preferred material for all food and pharmaceutical companies which is used by Godrej. It's an ISI marked product, which has been rigorously tested by reputed organization as per the IS standards.

## FEATURES

1. Stainless steel purification chamber
2. 3 stage purification
3. Flow rate of 2 LPM
4. Audio warning in an event of a problem
5. Electronic Monitoring
6. Advanced Filtration System
7. Control/ Operation of water flow through switch
8. Automatic stop of water flow in the event of a fault



GODREJ KRYSTAL  
NO POWER TECHNOLOGY

The "Godrej Krystal Water Purifier" comes with a special BioSilver Cartridge made from microscopic diatoms and silver. This bacteriostatic cartridge having 99.99% filtration efficiency has the ability to restrict the harmful bacteria entering the cartridge due to its 0.5 micron pore size.

## FEATURES

### 1. Product Features

- a. NO AMC
- b. Easy Installation
- c. Compact
- d. Stylish

### 2. BioSilver Cartridge

- a. Silver impregnated
- b. Bacteriostatic
- c. Retains essential minerals
- d. Can purify upto 10,000 litres of water
- e. 99.99 % efficiency at 0.5 micron pore size
- f. Certified by NSF, WRAS & CICS

## WHEN DOES GAS LEAK FROM DOMESTIC AIR-CONDITIONER & BEING A TECHNICIAN WHAT PRECAUTIONS SHOULD BE TAKEN TO AVOID IT AND CUSTOMER EDUCATION BE GIVEN?

Normally the gas or refrigerant like HCFC-22 or R-22 as it is called, does not leak out (on its own) from an air-conditioner of any domestic use - window or split type.

However, the gas or refrigerant as has been seen, may leak out of the air-conditioner due to workmanship or the materials used for assembly of a refrigeration system during manufacturing / installation / servicing or repairing. The gas leaks are found less in window type of air-conditioners.

A shredder or two, three or four way service valves of split type air-conditioner, if found to be of inappropriate quality or not fitted carefully, can leak the refrigerant. Any flare joint leak generally occurs at their connections, if not carefully integrated by factory workmen or installer or service technician.

Accumulators connected to compressors and filter strainer/dryers are many a times made from steel or its alloy and after a few years they may start rusting due to oxidation and finally gas leaks thru' those sections. Similarly the fins on the coils are of aluminum and they too get oxidized initially and eventually oxidation gets passed over the coils leading to gas leak.

The gas leaks can be expected due to use of air-conditioner, over long times leading to natural attacks as said above.

Capillary tube is a very small copper tube and over a period of time as also through vibration of the system, if any, can rub together or rub against any another piece of metal or weakens the metal joints. A hole then can develop on the capillary tube and refrigerant may leak from the air-conditioner. The rear side condenser or the inside evaporator/cooling coil, if has been pierced or damaged due to any external force, may lead to gas leak.

As a part of precautions, all the above personnel must take adequate care while selecting materials, doing the work and adhere to good manufacturing/servicing practices prescribed by manufacturers like us.

To avoid such occurrences due to age of the air-conditioner, the customers also be requested/advised to purchase quality air-conditioners and get them serviced/inspected regularly through trained technicians.

### व्यस्त

कुछ समय पहले एक बलवान लकड़हारा एक लकड़ी विक्रेता के पास नौकरी मांगने गया उसे वह नौकरी मिल गयी. क्योंकि उसकी तनखा एवं कार्य करने की शर्तें बहुत अच्छी थीं इसलिये उसने बहुत मेहनत से काम करने का प्रण किया.

उसके मालिक ने इसे एक कुल्हाड़ी दी एवं वह जगह दिखाई जहां उसे पेड़ काटने थे.

पहले दिन लकड़हारे ने 15 पेड़ काटे उसके मालिक ने देखते ही कहा "मुबारक हो अपना काम ऐसे ही जारी रखो".

अपने मालिक की प्रोत्साहना से प्रसन्न होकर उसने अगले दिन और मेहनत से कार्य किया लेकिन वह केवल 10 पेड़ ही काट पाया.

तीसरे दिन भी इसने कड़ी मेहनत से कार्य किया पर बहुत कोशिश के बाद भी वह केवल 7 पेड़ ही काट सका एवं प्रति दिन उसकी क्षमता कम होती गयी.

लकड़हारे ने सोचा कि मैं अपनी ताकत को अवश्य खो दूंगा. वो अपने मालिक के पास गया और उसने ये कह कर माफी मांगी कि उसे कुछ भी समझ नहीं आ रहा कि ये सब क्या हो रहा है.

"तुमने अपनी कुल्हाड़ी में आखिरी वार धार कब रखी थी" मालिका ने पूछा.

"धार" मुझे कभी अपने पेड़ों को काटने के काम से ही फुर्सत नहीं मिली तो मैं धार कैसे रखता.

हमसे कई लोग अपनी प्रतिभा को निखारने का प्रयास नहीं करते. हम सोचते हैं कि हमने जो भी सीखा या जो भी हमारे पास है वो हमारे लिए काफी है.

परन्तु श्रेष्ठ तब तक श्रेष्ठ नहीं होता जब तक आपसे सर्वश्रेष्ठ की आशा की जाए.

अपनी योग्यता को निखारते रहना ही सफलता का मूल मन्त्र है.

अपनी योग्यता को निखारते रहना ही सफलता का मूल मन्त्र है।



## मजेदार चुटकुले



जिम और मेरी दोनों मेंटल हॉस्पिटल में पेशेंट थे. एक दिन जब वे हॉस्पिटल के स्विमिंग पुल के पास से गुजर रहे थे, तब जिम ने यकायक स्विमिंग पुल में छलांग लगा दी. स्विमिंग पुल बहुत गहरा होने से वह डूबकर स्विमिंग पुलके तल में चला गया. मेरी ने यह सब देखा और उसने तुरंत उसे बचाने के लिए स्विमिंग पुल में छलांग लगाई. वह तैरते हुए स्विमिंग पुलके तल तक गई और उसने जिमको पकड़कर उपर लाया और पुलके बाहर निकाला.

जब मेडिकल ऑफिसरों को मेरी के इस करामत के बारे में पता चला तो उन्होंने तुरंत मेरी को हॉस्पिटल से डिस्चार्ज देने की ऑर्डर दी. क्योंकि वह अगर इतने होशियारी से काम लेकर उसे पानी से बाहर निकालकर बचा सकती है तो वह अब दिमागी तौर पर ठिक हो गई ऐसा मान लेना चाहिए.

जब वह मेडिकल ऑफिसर मेरी से मिलने के लिए गया तब उसने मेरी से कहा, "मेरी मेरे पास तुम्हारे लिए एक अच्छी खबर है और एक बुरी खबर है... अच्छी खबर यह है की तुम्हारी वह जिमको बचाने की हरकत देखकर हमने तुम्हे हॉस्पिटल से डिस्चार्ज देने का फैसला लिया है... और बुरी खबर यह है की तुमने जिसे बचाया उस जिमने खुदके गले में फंदा लटकाकर खुदखुशी की है..."

मेरी ने जवाब दिया, 'नहीं गले को फंदा उसने नहीं लगाया... दरअसल मैंने ही उसे सुखाने के लिए टांग दिया था.'

एक गली में दो दुकानदार थे, राम और श्याम. श्याम की दुकान पर एक तख्ती लगी थी - "शक्कर मात्र 15 रु. किलो". एक औरत आयी और उसने दो किलो शक्कर देने को कहा. "माफ कीजिए, पर आज माल खत्म हो गया. आप सोमवार को आइए तब तक और आ जाएगा.

औरत को शक्कर तुरंत चाहिए थी. वह राम की दुकान पर पहुंची. वहां पता चला कि शक्कर का भाव 20 रु. किलो है. औरत ने विरोध किया - "श्याम की दुकान पर शक्कर केवल 15 रु. किलो है. आपके यहां इतनी महंगी क्यों?"

"जब हमारा माल खत्म हो जाएगा तो हमारे यहां भी 15 रु. किलो हो जाएगी" दुकानदार ने जवाब दिया.

संता अपने बेटे बंता को खरीदारी सिखा रहा था. संता दुकानदार बना और बंता खरीदार.

बंता : एक लीटर आलू देना.

संता : नहीं बेटा, आलू किलो में आता है.

बंता : अच्छा तो एक किलो सोना दे दा.

संता : नहीं बेटा, सोना किलो में खरीदने की चीज नहीं है. वह तो तोले के हिसाब से बिकता है वह भी ज्वेलर्स के यहां.

आखिर संता उकता गया और बोला कि मैं खरीदार बनता हूं और तुम दुकानदार बनो.

संता : एक किलो गुड देना.

बंता : किसमें दू? बोतल लाएं हैं?

### समस्या

ग्राहक : मैं एक बड़े मुश्कील में पड गया हूं.

समस्या हल केंद्र : सर मैं आपकी क्या सहायता कर सकता हूं?

ग्राहक : देखो मैं मेरे जिंदगी की पहली मेल लिख रहा हूं.

समस्या हल केंद्र : अच्छा, लेकिन आपकी समस्या क्या है?

ग्राहक : इमेल ऍड्रेस में लैटर 'a' है. वह तो मैंने टाईप किया है. लेकिन उसे गोल के अंदर (@) कैसे डाला जाए, कुछ समझ में नहीं आ रहा है.

"डॉक्टर साहब, क्या आपको यकीन है कि मुझे निमोनिया ही है? दरअसल मैंने एक मरीज के बारे में पढ़ा था कि डॉक्टर उसका निमोनिया का इलाज करते रहे और अंततः जब वह मरा तो पता चला कि उसे टायफॉइड था."

"चिन्ता मत करो, मेरे साथ ऐसा नहीं होगा. अगर मैं किसी का निमोनिया का इलाज करूंगा तो वह निमोनिया से ही मरेगा."



Editorial Board: Shashikant A Juvekar, Ravi Bhat

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