

EASA Accreditation: End-user and motor manufacturer perspectives



By Jerry Peerbolte
J. Peerbolte & Associates
Fort Smith, Arkansas

Editor's Note: Following are some of the key findings in two industry research projects EASA conducted in conjunction with CFE Media and presented at the 2014 and 2015 EASA Conventions. Additional findings on other subjects will be published in future articles.

Download the 2014 EASA Customer Research presentation from the "Resources" section of www.easa.com.



A major strategic initiative for EASA was the development of an independent accreditation program for electric motor repair service centers. The most recent industry research projects afforded the opportunity to solicit the views of end-user customers and electric motors manufacturers about this initiative.

Let's begin with end-users (customers). The research with this group was conducted in early 2014, prior to the official launch of the accreditation program. Hence, our research questions simply dealt with the general concept of such a program, as opposed to specific details of EASA's.

We found strong support for accreditation of motor repair service providers, with just over half of end-user respondents in favor.

Perhaps the more significant findings resulted from the follow-up questions presented to those who favored accreditation. As noted at right, more than 90% suggested it would improve the quality of motor repairs. A similar percentage suggested they would add accreditation as a requirement to their motor repair specification, with nearly two-thirds showing a willingness to replace their existing motor repair service provider

Customer's interest in a motor repair service center accreditation program



	% Yes
Would you favor an independent certification program which assures compliance with industry standards for motor repair service centers?	51%
<i>For those who answered "Yes"</i>	
Do you believe such a program would improve the overall quality of repaired electric motors?	93%
Would you consider incorporating a certification requirement to your existing electric motor repair specification?	92%
Would you change your present electric motor service provider if they do not become certified?	64%
Would you be willing to pay an added cost for an electric motor repaired by a certified service provider	53%
Would you be willing to pay an added cost for an electric motor repaired by a certified service provider if the warranty on the repaired motor was equivalent to a new motor's warranty?	76%

Motor Manufacturer's Comments in Support of EASA's Accreditation Program



- > *"Adds credibility with end-users"*
- > *"Opportunity for EASA Service Centers to strengthen customer relationships – could drive replacement motor sales"*
- > *"May sway repair or replace pendulum a bit towards repair"*
- > *"Raises the bar"*
- > *"Hope that most EASAns will pursue"*
- > *"If EASA succeeds in having end-users recognize the value – has potential to raise EASA brand"*
- > *"As authorized distributor/warranty service center – strengthens manufacturers brand"*
- > *"Supports NEMA efforts with energy efficiency standards"*

if they do not achieve accreditation. Finally, over half suggested they would also be willing to pay an added cost (on average, 10% more) for a repair from an accredited service provider.

Turning next to the motor manufacturer's views, again there was strong

support. This research conducted in the 2015 research project asked questions of senior executives from nine different companies. While most were not familiar with many details of EASA's program, they expressed the ideas presented above. ●