

# e-advantage



## Field Service

### Murdock brings counterman's perspective to customer service training

One of the most important and authoritative voices in Red Dot's customer service group isn't one you'll hear when you phone in. It belongs to Mike Murdock, Red Dot's field sales representative in the Western United States and Canada.

Mike brings a counterman's perspective to Red Dot's customer service training, providing a deeper understanding of our product lines and the challenges you face when you call.

"You can train people to respond to questions, but great customer service comes when the customer service representative handles your questions with knowledge and confidence," Mike says. "We want our team to know our product lines inside and out—what each item does, why it's important, and what alternatives there are if the part isn't immediately available."

Mike knows that when you're waiting while we check on a unit or part, chances are you have your own customer on hold or standing nearby, says Robert Gardiner, who oversees marketing and customer service. "We want you to get a well-informed response to what you need, and to get that



response as quickly as possible," Robert says. "We really benefit from Mike's expertise."

Mike meets with the customer service team five or six times a year.

"It started out a couple of years ago as Catalog 101, taking one section at a time and really examining the products we offer," says Mike. "Since then, we've advanced into new topics including parts and compressor substitution, the functions of a charging station, and warranty issues. We also talk about what our distributors do—whether they call on specialty OEMs, fleets, have mobile service—so they understand the business focus."

*Field sales representative Mike Murdock conducts regular training sessions for Red Dot's staff of in-house customer service personnel.*

His goal is to help the customer service representatives at Red Dot envision what the caller is seeing on the other end of the line.

"Customer service can make or break a sale, especially when products are hard to differentiate in terms of product quality or price," Mike says. "If we understand our product lines and technical information really well, we're going to be more efficient and timely at getting you the answers to your questions. And if we can save you time, chances are, you'll call again."

## PRODUCT CORNER

### Fresh Look for R-8545

We've given our R-8545 backwall unit a fresh look with a new plenum design and control panel with soft-touch knobs. All four louvers provide maximum control over the air-flow, including full shut-off capability. We also added a Deutsch DT04-3P. Pricing remains the same.

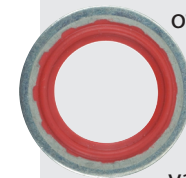


### Models:

- R-8545-12P Heater/Air Conditioner 12VDC
- R-8545-12-24P Heater/Air Conditioner 24VDC
- R-8545-13P Air Conditioner only 12VDC
- R-8545-13-24P Air Conditioner only 24VDC

### Slim Line/Stat-O-Seal Service Kit

This convenient seal kit includes all of the specialty Stat-O-Seals used on Freightliner applications. The kit includes 35 individual seals and a high-flow valve core remover/installer tool. 79R8950/RD-5-12676-0P.



# Gauge It Right with Red Dot's Wiring Pocket Guide

Air and refrigerant aren't the only things that circulate through the A/C system. A third element needs to flow smoothly and unimpeded: electricity.

Most technicians start their electrical diagnostics with a check of the ground path. A loose connection, corrosion, or fleck of paint can create resistance. But sometimes the issue is the ground wire itself.


"The ground wire is part of the complete electrical circuit, just like the power line," says Frank Burrow, Red Dot's manager of product and warranty support. "The longer the power and ground wires, the more electrical resistance it will have. If you're still getting voltage drop after a thorough inspection, make sure the ground wire is the appropriate wire gauge size for the length."

To help you make that determination, Red Dot has created the Red Dot Wiring Pocket Guide. The chart shows the maximum wire length before 0.5 voltage drop occurs, as well as the voltage drop through various connectors.

Using the proper wiring gauge for the length of run is a basic concept, but it's easy to forget when you're in the process of troubleshooting a sticky electrical problem. "We put together a simple guide that technicians and customers can use to maximize component life and promote proper HVAC service," Burrow says.

The Red Dot Wiring Pocket Guide is available in electronic format so you can quickly and easily print out as many as you need. Contact your Red Dot representative for more information. Or if you're reading this on a

computer with an internet connection, click [this link](#) to download the chart as a PDF.



## Wire Guide

**Maximum Wire Length for 0.5 Voltage Drop**  
\* Include return wire length (i.e. ground path)

WIRE GAUGE	Maximum Current In Amps													
	1	2	3	4	5	7.5	10	15	20	25	30	35	40	50
18	91	45	30	23	18	12	9	6	5					
16	116	58	39	29	23	16	12	8	6	5				
14	185	93	62	46	37	25	19	12	9	7	6	5		
12	294	147	98	74	59	39	29	20	15	12	10	8	7	6
10	455	227	152	114	91	61	45	30	23	18	15	13	11	9
8	714	357	238	179	143	95	71	48	36	29	24	20	18	14

ATO Fuse Color: Black Gray Violet Pink Tan Brown Red Blue Yellow White Green Blu/Gn Orange Red

Maximum wire length in feet (multiply by 0.3048 to convert to meters)

WIRE GAUGE	Voltage Drop Through Connectors*		
	ISO Relay	Butt Splice	Ring Terminal
14	2.00	[2.5]	[3.0]
12	3.00	[0.12]	[0.14]
10	5.00	[0.15]	[0.17]
8	8.00	[0.18]	[0.21]

\* Millivolt drop through connector terminals/components @ 20°C. Estimate only - values may vary due to condition and age of terminal/component and other ambient conditions. Consult manufacturer for specific information and usage limitations.

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