



# APPLICATION TOOLING CUSTOMER SERVICE

## Molex Application Tooling Solution Features Highest Quality Products and Unmatched Level of Customer Service

*Molex experts provide a variety of technical service support to help customers maintain superior crimp quality and keep operations running smoothly.*

### BUSINESS CHALLENGE

**Customers purchasing Molex Application Tooling solutions from distributors may not have tooling operating expertise.**

Proper use of tooling equipment is not only essential for achieving a high quality electrical connection, but is often required to meet many of the industry standards and to maintain the connector manufacturer's product warranty. It also helps prevent unnecessary downtime due to operator error or equipment misuse.

When a potential car buyer walks into a dealership, there is an assumption from the staff that the customer knows how to drive. Similarly, when a distributor sells products to its wide-ranging customer base, there is an assumption that there is a deep level of product and operating knowledge associated with each specific product. Due to the vast number of products sold, that assumption is unfair. This is especially true when it comes to application tooling, where there are many subtle differences between the products that may be unfamiliar to the end-user.

### SOLUTION

#### Molex Application Tooling Offers Top-of-the-Line Customer Service at no Additional Cost

Whether the end-user purchased their application tooling solution directly from Molex or from a certified distributor, the company offers a full-range of technical support to help customers deliver the highest quality crimp results.

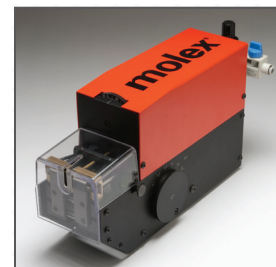
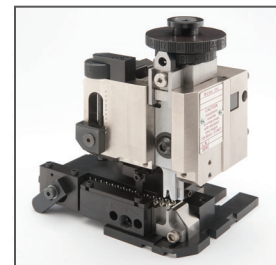
Over 90 percent of the problems customers face with their tooling solutions happen during the equipment set up phase. Because the products perform very precise work, users must understand and adhere to specific start-up and adjustment instructions. A few helpful steps to follow when setting up a new tooling solution include:

- Completely review all documentation before starting
- Verify that it is the correct tool by reviewing the specifications
- Become familiar with all of the components and their functions
- Understand the importance of wire preparation by confirming gauge, wire type and strip length

- Never use a tool under power until confirming proper set-up. Conducting multiple hand cycle tests prior to going under power will help prevent costly damage to the tool as a result of set-up error.

If during any stage of this process there are questions or problems, it is best to contact a Molex customer service representative immediately. The majority of set-up issues can be resolved over the phone in a short period of time if Molex is contacted as soon as a problem presents itself.

If the problem cannot be solved over the phone, the customer will be instructed on how to send the tool back to Molex where its technicians will conduct a thorough evaluation; identify any issue(s); inform the customer of the repair needed and cost; obtain customer approval for the work; repair the tool (often in the same day) and return ship to the customer for free using the same shipping method. Typically, the turnaround will be a total of three to five business days.





## SOLUTION *(continued)*

Molex provides technical support on its complete line of production equipment including:

- **Manual tools:** Available in a variety of power levels that include manually cycled ratchet hand tools, battery powered or pneumatic powered tools cycled by the press of a button, or hydraulic tools cycled by the press of a footswitch. Manually operated equipment is the most popular and the most cost effective option. Insertion and extraction crimp tools are used after the terminal product has been crimped.
- **Semi-automatic termination:** Allow connectors to be brought into the crimp area where the operator presents the wire to the connector prior to termination. Once the wire and connector are aligned, the operator presses a switch and the press terminates the connector onto to the wire. The operator generally will be required to remove the connector once the termination is complete.
- **Fully-automatic termination:** Finished product is normally dropped into a bin for collection by the machine. An operator would be present to ensure the machine is processing properly, plus the operator would replenish the wire and terminals as needed.
- **Molex Industry Standard Applicators:** Designed to provide an effective method of applying a wide range of side- and/or rear-feed terminals to a pre-stripped discrete wire and cable. The applicators work in the Molex TM-2000™, TM-3000™ and TM-4000™ universal presses, as well as most industry standard presses with a shut-height of 135.80mm. These applicators are also compatible with most OEM bench-top crimp presses and wire-processing equipment.

## KEY BENEFIT

### Technical expertise from Molex is just a phone call away, helping customers consistently make superior electrical connections

Molex is committed to providing high quality tooling solutions and has a thorough process in place to ensure its products meet critical specifications before being shipped to the customer. If there is a need for evaluation and/or repair, Molex aims to make the process run as smoothly as possible.

Molex also understands that when a tool needs to be returned to us for repair, it may place additional hardship on a company due to lost productivity. That is why we will do everything in our power to not only expedite the process, but minimize the economic impact by providing free return shipping at the same shipping rate the customer used to ship the tool to Molex – a customer service practice we instituted over 20 years ago.

Ultimately, easy access to Molex technicians helps customers keep their equipment running at peak efficiency so they can be confident in crimp quality while minimizing downtime for a positive impact on the company's bottom line.

**To learn more about Application Tooling solutions from Molex and its customer service capabilities, please visit: [www.molex.com/link/applicationtooling.html](http://www.molex.com/link/applicationtooling.html)**