

Quality service from A to Z

“They are always there for you ... it’s just like they are a part of your business”. If that sounds like corporate insurance ad copy from a bygone era, it’s not. It’s the genuine appraisal of a satisfied customer who whole-heartedly endorses his equipment supplier (Ampac Dental) and technical support team.

By Danny Chan

More than 20 years spent in private and public practice has sharpened Dr Mahmoud Bacher’s acumen in shopping for new dental chairs. The dentist’s purview of various brands and models gleaned from personal experience as well as exposure to informal peer reviews, coupled with a keen eye for design aesthetics as a hobbyist painter, makes him an astute – and he admits, demanding – dental chair buyer. The principal dentist of AZ Family Dental has also dealt with enough equipment supply companies in his career to know how elusive the good ones are.

Some negative past experience with dud product choices and lousy after-sales service also makes Dr Bacher more appreciative whenever he comes across a reliable equipment seller or dental hardware that delivers as promised. That has certainly been his experience with Ampac Dental – the NSW-based dental reseller that eventually became his one-stop equipment destination.

When he stopped by Ampac Dental’s showroom in April, it was supposed to be one of many visits to compare available chair makes as part of his exhaustive pre-purchase research. There initially to test the Swident Partner chair, a European model that he has heard excellent first-hand reviews about, Dr Bacher ended up fitting out his entire Parramatta clinic with Ampac Dental’s equipment range, including: Suction (Dmega); compressor (Nardi); autoclave (Melag); x-ray unit (Trident); and ultrasonic cleaner (L&R).

While the chair’s classic Swiss design, luxurious upholstery and simplicity were pleasing attributes, Dr Bacher says that it was Ampac Dental’s genuine customer service that sealed the deal.

“From the moment I stepped into the showroom, (Ampac Dental’s equipment specialists Moe and Elizabeth) made me



feel very welcomed and looked after.”

“Although I was quite the demanding customer, they were utterly professional and patiently answered all my questions. Their product knowledge is extensive and that is important for any serious buyer who is familiar with the product category and has specific questions to ask.”

Four months after the purchase, Dr Bacher is happy to report that the positive experience did not terminate at the cash register. As per research, the dental chair and the rest of the equipment have been performing impressively even under constant stress, delivering all the operator/patient ergonomic comfort and functional attributes that he could have hoped for. The after-sales experience was just as good, if not better.





Dr Bacher and Ampac representative Elizabeth

“No matter how good a product is, you are bound to encounter some issues. It’s great to have helpful and knowledgeable equipment specialists to turn to when you do,” Dr Bacher says of Ampac Dental’s responsiveness.

The tech support equation isn’t complete without including the supplier’s outsourced technical team – that installed all the equipment at AZ Family Dental. “It was like a giant puzzle with so many intricate parts but the installation team was so efficient, they made it look simple.”

One of Ampac Dental’s trusted technical crew in the Sydney area, LR Dental comprises Louis Rouessart and Louis Rouessart Jr, the father-and-son

team that has earned several noteworthy mentions in this magazine. Dr Bacher manages to raise the bar with the most effusive thus far: “If you haven’t dealt with them, you are really missing out.”

Having encountered his fair share of irresponsible equipment installations, Dr Bacher cannot be happier with LR Dental’s work rate and ethics:

“Most technical guys come in, install the equipment and that’s it. With (LR Dental), they won’t leave until they make sure that everything is functioning properly.”

Dr Bacher is still impressed that on one occasion, Louis Rouessart Jr had responded to his call at 11pm, then

promptly came onsite to assist the in-house IT guy. “He didn’t have to but that’s the kind of commitment level I’m talking about,” he adds gratefully. “It’s just like they are a part of your business.”

The clinician experiences the same genuine concern from Moe and Elizabeth every time he reaches out with an issue – even though he knows that they are very busy people.

“I’ve had several bad experiences when it’s hard to locate the supplier or when the technician promised to come but never showed up or came very late ... all these things impact your business negatively.”

“With Ampac Dental, it’s quite the opposite. They are always there for you.” ♦



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