

ENGINEERING TRUST: SERVICE MEETS STRATEGY FOR SENNHEISER INDIA

*Interview with Vipin Pungalia, Sales Director,
Professional Audio, Sennheiser India*



How does Sennheiser's service philosophy fit into the vision of strengthening the brand in India and retain leadership in the pro audio market?

In India, customers place a strong emphasis on reliability and long-term relationships. At **Sennheiser**, service is a strategic investment that protects our customers' businesses while reinforcing confidence in our brand. By minimising equipment downtime through timely and high-quality support, we enable rental companies, broadcasters and production teams to operate efficiently and sustainably. This, in turn, strengthens long-term partnerships and supports our leadership in the professional audio market.

What strategic decisions led to the investment in service infrastructure like AI-enabled diagnostics and anechoic chamber calibration?

At Sennheiser, service is an integral part of the product experience rather than a post-sales obligation. The trust our customers place in our products is closely tied to the reliability and consistency of our service. This is why investments in advanced infrastructure such as diagnostics and anechoic chamber calibration are essential for us. These capabilities include cutting-edge test gear like the **Spectrum Analyzer**, **Vector Signal** generator to ensure accuracy, consistency, and alignment with Sennheiser's global service standards.

How are these service capabilities complementing your sales strategy related to professional audio solutions in India?

Service capability directly supports our commercial strategy. With a highly experienced and competent Repair Service team and Technical Application Engineering (TAE) team, we can provide complete pre- and post-sales services and support to our esteemed clients across various target groups. The presence of two full-fledged, company-owned Repair Service Centres in Gurgaon and Mumbai ensures dependable turnaround times and consistent service quality across regions. This robust infrastructure enables our sales teams to engage customers with confidence, knowing that strong technical and service support is available throughout the entire product lifecycle.

Additionally, initiatives such as free service camps and regular technical training programmes help reinforce customer relationships and demonstrate our commitment beyond the point of sale. Combined with clear warranty policies and dependable turnaround times, this approach supports informed decision-making for customers who prioritise operational continuity.

In-house trained technicians are a key differentiator. How do you ensure their expertise translates into real value for customers in the Indian live sound scene?

We have a highly experienced and competent repair team operating from our two full-fledged service centres in Gurgaon and Mumbai, ensuring nationwide coverage and reliable support. Our technicians are trained exclusively on the Sennheiser Professional product portfolio, enabling accurate di-

In this exclusive interview with PALM Expo Magazine, Vipin Pungalia, Sales Director, Professional Audio, Sennheiser India, discusses how the brand's service ecosystem has become a strategic pillar in strengthening customer trust and long-term market leadership. He shares insights into Sennheiser's investment in advanced diagnostics, skilled in-house technicians, remote support, and India-focused service infrastructure, revealing how these capabilities shape product adoption, enhance reliability for rental and broadcast partners, and support the evolving demands of the country's professional audio industry.

agnosis, efficient first-time repairs, and adherence to global quality standards followed across our global service centres. This specialised expertise minimises downtime and ensures equipment performs at optimal levels.

In addition, our Technical Application Engineering (TAE) team plays a critical role in translating technical expertise into real-world value. They provide comprehensive pre- and post-sales support, including system design guidance, on-site assistance for complex installations, and technical support during critical live events where performance and timing are essential.

Fast turnaround times are crucial for rental partners and live deployment. How do you balance operational efficiency with service quality?

Our standard turnaround time for equipment repairs is seven business days following estimate approval. At the same time, we recognise that rental companies and broadcast organisations operate in fast-paced environments where every hour of downtime has a direct impact on revenue.

To balance speed with quality, we focus on three key areas. First, we apply standardised repair procedures aligned with globally accepted industry practices, which helps eliminate inefficiencies without compromising quality. Second, we use advanced digital diagnostic tools to accelerate fault identification while maintaining a thorough and accurate repair process. Third, we maintain an

inventory of critical spare parts to prevent delays caused by parts availability.

While more complex repairs may require additional time, our service model is designed around the realities of rental and live production workflows. We maintain clear communication throughout the repair process, and our customer service teams respond promptly when event deadlines are approaching. This ensures both reliability and consistency with Sennheiser's quality standards.

Remote support and multi-touchpoint servicing are becoming common practices in the industry. How do you see these changes affecting customer expectations in India?

Although we operate two physical service centres, customers increasingly expect immediate access to technical support regardless of location, as well as flexibility in how they engage with service teams.

Our first-level remote support has reduced the need for customers to send equipment in for issue resolution. Users can reach us via toll-free numbers and email. In addition, software tools such as **Smart Assist**, **Control Cockpit**, **WSM** and **LinkDesk** help customers manage their systems and stay informed about firmware and feature updates.

Our Technical Application Engineering and Customer Support teams also use advanced remote diagnostic tools to resolve issues without physical intervention where possible. This is particularly beneficial for users in tier-2 and tier-3 cities, where access to service centres may be limited.

From your point of view, how do this service improvements affect adoption trends among rental companies, engineers, and production teams?

For rental companies, purchasing decisions are primarily driven by total cost of ownership rather than unit price. Turnaround time, warranty coverage and service reliability directly influence equipment availability and revenue. When rental partners experience consistent support and predictable service

outcomes, Sennheiser systems are more readily deployed across major events, broadcasts and touring productions.

For sound engineers and production teams, Sennheiser is increasingly viewed as a knowledge partner. Through application support and technical training, we help professionals adapt to evolving technologies and increasingly complex production environments.

Consistent service delivery also generates strong word of mouth. Once customers experience the full range of support, from pre-sales guidance to post-sales service, many first-time buyers become long-term advocates, particularly within the rental sector.

How do you measure the impact of strong service operations on brand loyalty and trust for long-term client relationships?

We assess impact through repeat business, the longevity of customer relationships and direct customer feedback. Regular engagement initiatives, including free service camps, allow us to gather insights and continually refine our service approach. Over time, this helps strengthen trust and build long-term brand loyalty.

Looking ahead, what is your plan for evolving Sennheiser's service ecosystem in India?

Sennheiser has established two strategically located service centres in India to address the country's geographic scale and diversity. We intend to continue leveraging this dual-centre model as part of our long-term service strategy.

Going forward, our focus will be on strengthening diagnostic integration, expanding remote support capabilities and continuously investing in the technical skills of our service technicians. This ensures our service ecosystem evolves in line with the increasing complexity and ambition of India's professional audio industry, while consistently meeting Sennheiser's global service standards.