



**WHITEPAPER**

# **AMERICAN BRIGHT ELEVATES CUSTOMER SERVICE IN AUTOMATIC SENSING DEVICES**



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## INTRODUCTION

When a large automatic sensing device company noticed that its products were too sensitive in public restroom applications, it needed to find a better sensor for the job. In addition, the sensor it was using was far too expensive. That's where American Bright came in to help. Finding the right component at the right price is possible.

## THE GOALS

Infrared devices need the right sensor to work consistently in commercial environments. Sensing devices need just the right amount of sensitivity and calibration to do their jobs well. If a sensor is too sensitive, a home security camera might alert you every time an insect flies by. On the other hand, a sensor set at too low a setting can mean the automatic doors at the grocery store don't open when you walk up to them.

American Bright helps its clients find common-sense sensor solutions by offering a wide selection of infrared (IR) devices. These devices are found in items you encounter every day, from smoke detectors and garage doors to security lighting and laser printers. In this case, American Bright's IR sensors helped a company find success in its devices used in public restrooms all across the world.

## CHALLENGES AND SOLUTIONS

The client designs and manufactures automatic sensing devices in public restrooms. In any unassuming restroom, you have most likely interacted with its automatic flushing systems, automatic faucets, hand dryers, soap dispensers and paper towel dispensers. In highly trafficked settings like public restrooms, hands-free solutions ensure public health and safety.

American Bright's global customer had been using a sensor for all of its hands-free devices that was not only too sensitive but also too expensive. The component was designed for medical grade uses, which need to be incredibly sensitive precise and accurate. This made it too sensitive for public restroom applications.

The American Bright team employed its bin sorting techniques to organize and categorize its IR sensors until it found the perfect one for the project. This particular sensor had the right amount of sensitivity, was aligned at the proper angle and was considerably less expensive than the client's current sensor manufacturer.

American Bright saved the client money while providing excellent customer service. In fact, one American Bright engineer is assigned just to this client in order to provide it with the attention and care it deserves. By combining expert binning practices with unprecedented customer service, American Bright not only earned this client's business, but continues to work with them today on more of its sensing devices.

## **BUSINESS SUCCESS**

The automatic sensing device client gradually deployed American Bright sensors into all of its public restroom devices around the world. The result is simple: if the hands-free sink in a public restroom works as expected, you're more than likely using their product. The client has continued to build its reputation as a worldwide leader in effective sensing devices that are used repeatedly throughout the course of thousands of interactions.

American Bright takes customer service seriously — no matter the size of the project. Take advantage of American Bright's extensive IR sensor expertise and excellent service record to help you choose the right sensor for your next project.



